

GUJARAT TECHNOLOGICAL UNIVERSITY**MCA SEM-IV Examination- Dec.-2011****Subject code: 640004****Date: 20/12/2011****Subject Name: Management Information Systems (MIS)****Time: 10.30 am-01.00 pm****Total marks: 70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

Q.1 (a) Explain different types of information. How these information are useful in Human Resource Management. **07**

(b) Differentiate data, information and knowledge with example. Explain how knowledge gives competitive advantage to the organization. **07**

2 (a) Read the case given below and answer the questions: **07**

The Sriram Foods and Drinks Limited (SFDL) is a company, manufacturing different types of packaged foods and drinks. The product range consists of more than 50 items and 200 packaging units. The company's products are popular throughout the country and the company is known for its quality products. The Sriram Foods and Drinks Limited have processing plants in the various parts of the country like Orissa, Assam, Karnataka and Punjab. It has a wide network of Distributors and dealers, who stock the SFDL products and deal with all the types of customers. The company through this network reaches to over 50,000 retail points in the urban and the rural markets.

Some of the products of the SFDL are produced throughout the year and are sold through this wide network. Some products are seasonal in production but are sold throughout the year. And some products are popular in certain seasons and not in demand at all in the other seasons. The business performance of the company is assured good, if the SFDL produces the products as per the varying demand pattern of the customers. Since, the company has established its strength in the distribution dealer network, the success comes through the appropriate decisions in the purchase of fruits, vegetables, cereals and pulses and putting them through processing and packaging, and dispatching them to the various locations where the distributors are located.

It is the policy of the company to launch each year at least one new product in the country. This policy has paid rich dividends, to the company in the terms of its image and the customers have always looked forward for such an announcement from the company's end. The SFDL uses, well in advance, the different advertising media such as the newspaper, hoardings, magazines, sample tests and demos, T.V., etc. for announcing and promotion of its new products from time to time. However, the selection of the media is based on the product range and the targeted market segment. In spite of considerable strength in many aspects of business, the company has failed in the launching of new products. It was not able to meet the demand owing to the inadequate purchases of raw materials, the wastage of the raw materials as the processing plant of the company was not available due to its maintenance schedule or it was scheduled for some other food processing operation. The company also faces the problems of high seasonal inventory which, if not disposed of in time, becomes a non-moving and sometimes a non-saleable inventory.

The SFDL has its Marketing Division headed by a Manager-Marketing supported by the Product Manager for a group of its products.

1) Identify the different decisions which the management of the company is making during the course of the business execution?

2) Classify these decisions in terms of the type-certainty, risk & uncertainty?

3) Which of these decisions will be taken by the top, the middle, and the operational management of the SFDL?

- (b) Explain general model of MIS. List some guidelines for the system designer for successful implementation of MIS. **07**

OR

- (b) Explain Knowledge Based Expert System (KBES) with block diagram also explain different methods of knowledge representation in KBES. **07**

- Q.3** (a) Describe the key aspects of knowledge management. Explain the forces which drive knowledge management. **07**

- (b) Explain different types of decision support system. How does DSS differ from MIS. **07**

OR

- Q.3** (a) What is Group Decision Support System (GDSS)? How GDSS can enhance group decision making. **07**

- (b) Explain Herbert Simon model and also explain Goal seeking, Goal achieving and sensitivity analysis. **07**

- Q.4** (a) Explain application of MIS in Personnel Management. **07**

- (b) Write notes about Cyberterrorism. **07**

OR

- Q.4** (a) Explain application of MIS in Production Management. **07**

- (b) Describe the uses of intranets for e-business in sales and marketing, human resource, finance and accounting and manufacturing and production. **07**

- Q.5** (a) Explain the application of MIS in service industry like Airlines. **07**

- (b) Define computer crime and explain three types of computer crime that can be perpetrated from outside the organization. **07**

OR

- Q.5** (a) Explain the application of MIS in service industry like Banking. **07**

- (b) Define computer forensics and describe the two phases of a forensic investigation. **07**
