

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA-SEMESTER-I-EXAMINATION- SUMMER-2024**

**Subject Code: 4519206****Date: 13/06/2024****Subject Name: Management Information Systems****Time: 02:30 PM TO 05:30 PM****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.
4. Use of simple calculators and non-programmable scientific calculators are permitted.

| <b>Q. No.</b> | <b>Question Text and Description</b>                                                                                                                                                                                              | <b>Marks</b> |
|---------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|
| <b>Q.1</b>    | Definitions / terms / explanations / short questions based on concepts of theory/practical<br>(a) Data Mining<br>(b) Business Process<br>(c) Trojan Horse<br>(d) Encryption<br>(e) Cloud Computing<br>(f) Extranet<br>(g) Ad ware | <b>14</b>    |
| <b>Q.2</b>    | (a) “Information system required at different levels of management”. In the light of this sentence describe various information system used at each level.                                                                        | <b>07</b>    |
|               | (b) What is information system? What are their managerial, technological and organizational dimensions?                                                                                                                           | <b>07</b>    |
|               | <b>OR</b>                                                                                                                                                                                                                         |              |
|               | (b) Using Michael Porter’s five forces model describe how business can use Information System to apply competitive strategies.                                                                                                    | <b>07</b>    |
| <b>Q.3</b>    | (a) What is Supply Chain Management System? How does supply chain management system coordinate planning, production and logistics with suppliers? Give examples.                                                                  | <b>07</b>    |
|               | (b) What are CRM applications? Why are they gaining popularity in current day businesses? Explain in detail how they add value to a firms business.                                                                               | <b>07</b>    |
|               | <b>OR</b>                                                                                                                                                                                                                         |              |
| <b>Q.3</b>    | (a) What are functional systems? Explain in detail a functional system and the processes that it supports with suitable example                                                                                                   | <b>07</b>    |
|               | (b) Define DSS. Evaluate the role of DSS serving at the middle level of management & its relationship with other system.                                                                                                          | <b>07</b>    |
| <b>Q.4</b>    | (a) Explain different types of computer crimes in today’s organization.                                                                                                                                                           | <b>07</b>    |
|               | (b) Explain different types of security measures that a company need to adopt to keep its transaction secure                                                                                                                      | <b>07</b>    |
|               | <b>OR</b>                                                                                                                                                                                                                         |              |
| <b>Q.4</b>    | (a) What is ERP? How do ERP systems improve the efficiency of organization?                                                                                                                                                       | <b>07</b>    |
|               | (b) Write a Short note on                                                                                                                                                                                                         | <b>07</b>    |
|               | 1) IOT                                                                                                                                                                                                                            |              |
|               | 2) Artificial Intelligence                                                                                                                                                                                                        |              |

**Q.5**

**Case Study:**

Mascot Foods Pvt Ltd. is a Noida based packaged food manufacturing firm. It also manufactures biscuits and bakery products. In all 25 different products are produced and sold by the firm. Their products are mainly distributed in North Indian states of UP, Uttarakhand, Himachal Pradesh, Punjab and Haryana. Ever since its inception in the year 2005, the firm has been purchasing its raw material like wheat flour, sugar, eggs, preservatives and additional flavors from the local farmers and nearby markets. The input cost varies with the cost of the products which in turn depends on the crop production and dependent on rainfall in the previous year. Besides the raw material cost, labour management is another factor that the company has to take care of. Looking at the seasonal variations in raw material availability, the company has to maintain enough buffer stocks.

The company distributes its products through a network of dealers and distributors. They have appointed distributors in all the major zone in which they operate. Further, the distributors supply goods to the dealers in each city. The dealers approach retailers in towns and villages. Thus, the products of the company reach thousands of retailers in the areas they are operating in. To create demand and awareness about its products, the company regularly launches advertising campaigns in the visual and print media. The marketing manager has to be careful in choosing the most affective media to reach out to the customers. Besides the publicity, he also has to resort to discounts, freebies and attractive schemes for retailers to push the product sales.

The company sales have been almost stagnant for the last three years despite of manufacturing good quality product and tireless efforts by the company to increase sales and build new customers. A major portion of its margins is utilized up in maintaining dealers / retailers. To grow the firm's business and to meet the future demands, the top management is exploring the option of increasing reach by marketing their products in central Indian states. To meet the demands, the firm will have to set up new manufacturing unit in some other regions to take the benefits of attractive tax-free zones provided in those states. They are also looking for adopting information systems so as to facilitate in their working. Mascot Foods has approached you as an IT consultant to the firm.

- Q.5 (a)** Suggest what IT systems can be adopted by the firm that can help them overcome the problems the firm is facing. Highlight the benefits of each tools / technologies suggested by you **07**
- (b)** Elaborate what components would be required for automating the business processes. **07**

**OR**

- Q.5 (a)** Sales of Mascot Food Pvt Ltd is stagnant for three years suggest your views how company can use information Technology to increase sales. **07**
- (b)** How Mascot food Pvt. Ltd. Use Information Technology to maintain relationship with trading partners. **07**

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