

Enrollment No./Seat No.:

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA - SEMESTER - I EXAMINATION - WINTER 2025

Subject Code: 4519206

Date: 23-01-2026

Subject Name: Management Information Systems

Time: 10:30 AM TO 01:30 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.**

	Marks
Q.1 ALL 7 Questions must be Compulsory.	14
(a) Cloud Computing	
(b) Artificial Intelligence	
(c) Business Process	
(d) Dashboard	
(e) Customer Relationship Management	
(f) Encryption and Decryption	
(g) Virus and Warm	
Q.2 (a) How does the porter's five forces model that help businesses to identify opportunities for strategic information systems?	07
(b) What exactly is an information System ? How does it work? What are its management, organization and technology components?	07
OR	
(b) What is a Transaction Processing System? How does TPS work in MIS? What is the role of TPS in MIS?	07
Q.3 (a) How do systems serve the different management groups in a business?	07
(b) How do supply chain management systems coordinate planning, production and logistics with suppliers?	07
OR	
(a) What is ERP? Explain their basic modules. What are the challenges and issues faced during ERP implementation?	07
(b) What is Cyber Crime? How will it protect the system from Cyber Crime activity?	07
Q.4 (a) What is Ethical and Unethical Hacking? Explain Different type of Cyber Crimes.	07
(b) How do customer relationship management systems help firms achieve customer intimacy?	07

OR

- (a)** Write a short note on E-commerce and M-commerce. How E commerce and M-commerce are helpful in business? **07**
- (b)** Explain various Functional Business Systems with the help of examples **07**

Q.5

GreenLeaf Organics Pvt. Ltd. is a mid-sized company based in Pune, India, engaged in producing and distributing organic food products such as grains, spices, and oils. Established in 2010, the company experienced steady growth due to increasing consumer awareness about health and sustainability. However, as operations expanded across different regions, GreenLeaf began facing serious management and coordination challenges. Each department — procurement, inventory, sales, finance, and HR — was using separate software systems. This led to problems such as data duplication, communication delays, inventory mismatches, and difficulty in generating consolidated reports. The management realized that to sustain its growth and maintain efficiency, the company needed an integrated system to connect all business functions.

After evaluating several options, GreenLeaf decided to implement an Enterprise Resource Planning (ERP) accuracy, and system. The ERP system aimed to integrate all major business processes, improve data provide real-time information for better decision-making. The company selected SAP Business One, designed for medium-sized enterprises. The implementation process was carried out in four phases — requirement analysis, customization, data migration and training, followed by the final launch. During implementation, the company faced challenges such as employee resistance, system downtime, and training issues. However, with continuous support and proper communication, these problems were gradually resolved.

Post-implementation, GreenLeaf Organics observed several positive outcomes. The company achieved better control over inventory and procurement, reducing costs by 12%. Decision-making became more data-driven with real-time reporting and dashboards. The integration of sales and finance helped streamline order processing and payments, leading to improved customer satisfaction. Employees could now focus on strategic tasks instead of repetitive administrative work. Although the process required significant investment and adaptation, ERP implementation ultimately helped GreenLeaf enhance operational efficiency and set the foundation for future growth.

- (a)** What operational problems led Green Leaf Organics to consider implementing an ERP system? **07**
- (b)** How did ERP implementation help improve efficiency and decision-making in the company? **07**

OR

- (a)** What challenges did the organization face during the ERP implementation process? **07**
- (b)** If you were the ERP consultant, what strategies would you recommend to manage employee resistance to new technology? **07**
