

QP Code 

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 Register Number 

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## VELALAR COLLEGE OF ENGINEERING AND TECHNOLOGY

(An Autonomous Institution, Affiliated to Anna University, Chennai)

Semester Examinations – April / May 2017

Regulations-2016

Programme: MBA

Semester: 2

Max. Marks: 100

Duration 3 Hrs

Course Code & Title: **16MST25 MANAGEMENT INFORMATION SYSTEM**

Knowledge Levels (KL)	K1 - Remembering K2 - Understanding	K3 - Applying K4 – Analyzing	K5 – Evaluating K6 – Creating
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### Part A - Answer ALL Questions.

**10 x 2 = 20 Marks**

No.	Question	KL
1.	Examine the meaning of information system.	K2
2.	Specify the role of system analyst.	K1
3.	Differentiate system analysis and system design.	K2
4.	List the advantages of object modeling.	K1
5.	Classify the solution types in DSS.	K2
6.	State the meaning of International Information System.	K1
7.	Describe IS Vulnerability.	K2
8.	List out the ethical principles associated with the use of IT.	K1
9.	Explain E-Governance.	K2
10.	Summarize the term E-Commerce.	K1

### Part B - Answer ALL Questions.

**5 x 13 = 65 Marks**

No	Question	Marks	KL
11.	a i. Examine various trends in the evolution of MIS concept.	7	K3
	ii. Illustrate the role of information system in today's competitive business environment.	6	K3
OR			
b	i. Explain the functions of system analyst.	7	K2
	ii. Explain different types of software with suitable examples.	6	K3
12.	a Analyze the different phases of System Development Life Cycle with a diagram.	13	K4
	OR		
b	i. Demonstrate the meaning and elements of DFD.	7	K4
	ii. Discuss the elements and features of Entity- Relationship Model.	6	K4
13.	a i. Discuss the role of financial information system in decision making.	7	K3
	ii. Analyze the areas and applications of marketing information system.	6	K4
OR			
b	Construct and explain the architecture of International Information System.	13	K4

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|-----|---|--|----|----|
| 14. | a | Compare and contrast different types of networks used in IT.     | 13 | K4 |
| OR  |   |  |    |    |
|     | b | Explain the different computer crimes and their implications.    | 13 | K5 |
| 15. | a | Classify and explain the types of E-business.                    | 13 | K4 |
| OR  |   |  |    |    |
|     | b | i. Point out the need and importance of e-CRM.                   | 7  | K4 |
|     |   | ii. Specify the meaning and stages of data mining with examples. | 6  | K2 |

**Part- C**

**1 x 15 = 15 Marks**

**16. Case Study**

A waiter takes an order at a table, and then enters it online via one of the six terminals located in the restaurant dining room. The order is routed to a printer in the appropriate preparation area: the cold item printer if it is a salad, the hot-item printer if it is a hot sandwich or the bar printer if it is a drink. A customer's meal check-listing (bill) the items ordered and the respective prices are automatically generated. This ordering system eliminates the old three-carbon-copy guest check system as well as any problems caused by a waiter's handwriting. When the kitchen runs out of a food item, the cooks send out an 'out of stock' message, which will be displayed on the dining room terminals when waiters try to order that item. This gives the waiters faster feedback, enabling them to give better service to the customers. Other system features aid management in the planning and control of their restaurant business. The system provides up-to-the-minute information on the food items ordered and breaks out percentages showing sales of each item versus total sales. This helps management plan menus according to customers' tastes. The system also compares the weekly sales totals versus food costs, allowing planning for tighter cost controls. In addition, whenever an order is voided, the reasons for the void are keyed in. This may help later in management decisions, especially if the voids consistently related to food or service. Acceptance of the system by the users is exceptionally high since the waiters and waitresses were involved in the selection and design process. All potential users were asked to give their impressions and ideas about the various systems available before one was chosen.

**Questions:**

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|--|----|
| 1. Describe the decisions to be made in the area of strategic planning, managerial control and operational control. Explain what information you would require to make such decisions. | K4 |
| 2. Analyze what would make the system a more complete MIS rather than just doing transaction processing.   | K5 |

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