R18

Reg. No:

SIDDHARTH INSTITUTE OF ENGINEERING & TECHNOLOGY:: PUTTUR
(AUTONOMOUS)
MBA I Year II Semester Regular Examinations May 2018
MANAGEMENT INFORMATION SYSTEMS

Time: 3 hours   Max. Marks: 60

(Answer all Five Units **5 x 10 = 50** Marks)

UNIT-I

1	**a**	Discuss about Role of managers in Organization?	5M
	b	Explain DM with MIS?	5M

OR

2	**a**	What is called MIS ? Define its Importance?	5M
	b	Discuss systems Approach and Importance.	5M

UNIT-II

3		Write down Difference between public & private Information Systems.	10M

OR

4	**a**	What is Formal Information System? Example	5M
	b	Explain InFormal Information System? Example	5M

UNIT-III

5	**a**	What is called SDLC ?Explain its approach?	5M
	b	What is called prototyping approach.	5M

OR

6	**a**	What is the Difference between Data mining & Data Warehousing?	6M
	b	What is the need of User development Approach	4M

UNIT-IV

7	**a**	Explain about What is meantby coding ?Explain its importance & Technologies.	6M
	b	What is Software matrics ? Explain it.	4M

OR

8	**a**	What are the types of Information System control?	5M
	b	Define A) Verification B) Validation	5M

UNIT-V

9	**a**	Explain about Conventional Packages?	5M
	b	What are the Customer Expectations from ERP Packages?	5M

OR

10	**a**	What is the Relation between MIS & ERP?	5M
	b	Write down the difference between CRM & SCM	5M

SECTION – B
(Compulsory Question)

11. **Case Study**   **1 x 10 = 10** Marks

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:

1. In the light of the system, describe the decisions to be made in the area of strategic planning, managerial control and operational control? What information would you require to make such decisions?

2. What would make the system a more complete MIS rather than just doing transaction processing?

3. Explain the probable effects that making the system more formal would have on the customers and the management.

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