

INDIAN MARITIME UNIVERSITY

(A Central University, Govt. of India)

End Semester Examinations – June/July 2019

M.B.A Port and Shipping Management/ International Transportation and
Logistics Management

Management Information System

PG21T2203/ PG22T2203

Date: 12-06-2019

Time: 3 Hrs

Max Marks :60

Pass Marks: 30

PART – A

Answer all the Questions

12x1 = 12

- 1.The information of MIS comes from the
 - a. Internal source
 - b. External source
 - c. Both internal and external source
 - d. None of the above

- 2.The back bone of any organization is
 - a. Information
 - b. Employee
 - c. Management
 - d. Capital

- 3.AI is the short form of
 - a. Artificial information
 - b. Artificial intelligence
 - c. Artificial integration
 - d. None of the above

- 4.The flow of information through MIS is
 - a. need dependent
 - b. organization dependent
 - c. information dependent
 - d. management dependent

- 5.The elements of control will consist of
 - a. Authority, Direction, Management
 - b. Authority, Direction, Information
 - c. Authority, Application, Management
 - d. Authority, Application, Information

6. Internal information for MIS may come from any one of the following department.

- a. Customers care department
- b. HR department
- c. Marketing department
- d. Production department

7. _____ are collections of records stored in a systematic way

- a. Data Bases
- b. External source
- c. Data resource
- d. None of the above

8. A set of information which processes the data transaction in database system that monitors transaction programs Information

- a. TPS
- b. MIS
- c. Processing System
- d. Internal system

9. Integration of data from multiple databases and data silos and organize them for complex analysis is called

- a. PSI
- b. Data Warehouse
- c. Data Mart
- d. Internal system

10. A small-scale data warehouses that support a single function is called

- a. Functional process
- b. Data Mart
- c. Data warehouse
- d. Single system Module

11. The following one is not a system development life-cycle

- a. System Investigation
- b. System Analysis
- c. Programming
- d. System Architecture

12. A software infrastructure that links an enterprise's internal applications and supports its external business processes.

- a. ERP
- b. EDI
- c. CPFR
- d. None of the above

PART – B

**Answer any Five questions from the following
All questions carry equal mark**

5 x 4 = 20

- 13. Explain the characteristics of good information.
- 14. Write short notes on Cloud Computing.
- 15. Write short notes on "Data Marts" and "Business Intelligence".
- 16. Explain mobile technology and commerce
- 17. Explain the significance of Collaborative Planning, Forecasting and Replenishment (CPFR)
- 18. How do you maximize the architecture flexibility?
- 19. Write short notes on "Social-driven IT"

PART - C

**Question number 20 is compulsory and any
three from the following five questions**

4x 7 = 28

Case Summary:

20. 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*. 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:

- i. 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?
- ii. What would make the system a more complete MIS rather than just doing transaction processing?
- iii. Explain the probable effects that making the system more formal would have on the customers and the management.

21. How Social Media can result in discrimination in hiring and recruiting process?

22. How do you plan to create an IT Architecture?

23. Explain in detail the significance of IT Agility, Consumerization and Competitive Advantage.

24. Explain the importance of Business Intelligence (BI) and Analytics

25. Why is E-Commerce Models and Strategies being important in today's Modern World?
