

University of Pune

Department of Management Sciences (PUMBA)

205 – Management Information Systems

Max. Marks : 50

Time : 2 ½ Hours

Note:

1. Question Nos. 1 and 6 are COMPULSORY.
2. Attempt any three questions from Question Numbers 2 to 5.
3. All questions carry equal marks i.e 10 marks each.

1. Answer the following:

- a) MIS is an _____ Human-Machine-based System.
(Integrated / independent / interdependent / stand-alone)
- b) While MIS emphasises DATA _____, DSS emphasises DATA _____.
- c) Decision Table consists of TWO STUBS, viz.: _____ STUB,
& _____ STUB.
- d) The THREE major techniques of assessing Information Requirements are:
 - a) _____,
 - b) _____, and
 - c) _____.
- e) A System is put in place to ensure _____.
(Energy / Atrophy / Synergy / Compartmentalisation)
- f) The correct sequence of MIS Evolution is:
 - a) EDP/DSS/MSD/EIS/ES/AI
 - b) EDP/MIS/MSD/ES/AI/EIS/DSS
 - c) EDP/MIS/DSS/EIS/AI/ES
 - d) EDP/MSD/MIS/DSS/EIS/ES/AI
- g) The basic relationship between Data & Information is that of _____ and finished goods.
- h) The five different types of ORGANISATIONS are:
 - a) _____
 - b) _____
 - c) _____
 - d) _____
 - e) _____
- i) Information Technology is the combination of _____.
 - a) Electronics & Computer Science
 - b) Electronics & Telecommunications
 - c) Computer Science & Networking
 - d) Telecommunications & Computer Science
- j) The three phases of System Development Life Cycle SDLC) are:
 - a) _____
 - b) _____
 - c) _____

Q.7 CASE STUDY

Whirlpool, based in Benton Harbour, Michigan, is the number one US home appliance maker, producing washers, dryers, refrigerators, ovens, and more under brand names such as Whirlpool, Kitchen Aid, Roper, and Speed Queen. Whirlpool manages nearly 50 manufacturing and research centres and 80 distribution centres all over the world. The company had grown so much by acquisition and geographic expansion that it strained its old systems for supply chain management.

By 2000, Whirlpool's supply chain system had become what salespeople called a "Sales Disaster". Whirlpool's inventory of finished goods was very high, yet the percentage of time that Whirlpool's products were available when customers needed them was an unacceptably low 87%. Staff grimly joked that among the four major US appliance makers, Whirlpool ranked fifth in delivery schedule!

The systems Whirlpool used at that time to manage its North American Supply Chain consisted of aging custom-developed systems for production scheduling and distribution planning, demand forecasting software installed in 1997, and SAP's R/3 ERP software for accounting and order processing. The home-grown systems were very outdated and not well integrated with ERP system or each other. They also weren't integrated with the systems of major suppliers of parts and materials and of wholesale customers. As a result, Whirlpool's supply chain management systems lacked precision and could only balance priorities and constraints through slow and cumbersome manual procedures.

In 2001, Whirlpool began a global overhaul of its supply chain systems.

LEAD QUESTIONS

1. Which Modules should be included in the SCM System? (5)
2. Furnish illustrative information / contents of ANY TWO Modules. (5)
OR
3. What could be the managerial learning for your organisation from this case? (5)

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- f) The correct sequence of MIS Evolution is:
 - a) EDP/DSS/MSD/EIS/ES/AI
 - b) EDP/MIS/MSD/ES/AI/EIS/DSS
 - c) EDP/MIS/DSS/EIS/AI.ES
 - d) EDP/MSD/MIS/DSS/EIS/ES/AI
- g) The basic relationship between Data & Information is that of _____ and finished goods.
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- j) The three phases of System Development Life Cycle SDLC) are:
 - a) _____
 - b) _____
 - c) _____

2. Please furnish any TWO of the following:
 - a) An illustrative Database for Employees for a Human Resource Information System.
 - b) Two Input Formats for a Hotel Information System
 - c) Two Output Report Formats for Mall.
 - d) Two illustrative decisions based on the Output Report Formats
3. Discuss the capabilities of Information Technology and their impact on the Airlines Companies, e.g. King Fisher Airlines
4. Explain as to how the Law of Requisite Variety can be applied to ensure System/Data Security in the your organization.
5. Define 'Information', 'Information Requirement Analysis' and discuss the Informations required by the Director (Marketing) of a VW for introducing a new car models in India.

6. CASE STUDY

MB Corporation owns 30 warehouses & the distribution equipment necessary to supply variety of soda products to retailers throughout the Western Region of India. The Head-Quarters of the corporation are in Mumbai, where its largest warehouse is located. You have just been appointed VP(Finance), for the corporation. The information system that the corporation currently uses provides you with accounting information gleaned from the typical accounting system database. This system includes modules for accounts receivables / payables, order entry, purchase order, inventory, payroll, fixed assets, & the preparation of statements & reports. At regular intervals the following periodic statements are sent to your office for your perusal/examination:

- ✓ Balance Sheet
- ✓ Aged accounts receivable reports
- ✓ Current inventory list
- ✓ Employee earnings record/report
- ✓ Fixed assets & equipments inventories
- ✓ Income statements
- ✓ Payroll sheets
- ✓ Schedules of accounts payable
- ✓ Schedules of accountsreceivables
- ✓ Sources & uses of funds
- ✓ Stock-out lists

YOU ARE REQUIRED TO:

- a) Comment whether you believe that the current reports you receive are appropriate to your tasks. Be specific & describe which reports are appropriate or inappropriate and why
- b) Outline three new reports that might be helpful for you in tactical-level decision making. On each report show the title of the report, the column headings (if any), & the nature of the data to be included.
- c) Outline three new reports that might be helpful to you in strategic planning. Show the title of the report, the column headings (if any) and the nature of the data to be included.

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 2. Q.5 is compulsory
 3. Figures in brackets indicate full marks
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- 1) Illustrate with suitable examples, the strategic uses of MIS with reference to a bank (eg. SBI). **OR** a Manufacturing company (eg. Tata Motors) **(10 Marks)**

- 2) Discuss the I.T. Capabilities and explain how the IT capabilities are being leveraged by airlines (eg. Kingfisher) **OR** organized retail firm (eg. Walmart, Big Bazar) **(10 Marks)**

- 3) Graphically illustrate the system development lifecycle and explain the following: **(10 Marks)**
 - a) Feasibility analysis.
 - b) Procedure Development

- 4) Define & compare MIS & EIS. **(10 Marks)**

- 5) Please furnish the following: **(20 Marks)**
 - A) illustrative database for employees
 - B) An Input format for Hospital MIS
 - C) An Output format for Marketing MIS
 - D) An Exceptional Output report for Production Module for ERP