

University of Pune
Department of Management Sciences (PUMBA)
205: Management Information Systems

Max. Marks: 50

Time : 2 ½ Hours

Notes:

1. Section I is **COMPULSORY**.
2. Attempt any **THREE** questions from Section II.
3. Figures in bracket indicate marks.

SECTION I

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/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) _____

2. CASE STUDY:

1. UPS Turns to Technology for a Strategic Advantage.

People often claim that the saying "You can't teach an old dog new tricks" applies to old, traditional companies. It is often said that it takes a new, upstart company to take full advantage of changing times and the Internet age. Although this may be true for some old, traditional companies, it is not true for one of the oldest and most respected companies in America, United Parcel Service (UPS).

UPS began in the early 1900s by moving a limited number of packages in the Seattle area. The first vehicles used were Model-T Fords. With its coffee brown uniforms and vehicles, UPS has not only survived for almost a century, it has thrived. Company income for 1999 exceeded \$2 billion on revenues of \$27 billion. In recent years, the company has seen annual growth rates that exceed 20 percent. Today, the company moves 13 million packages daily. UPS's ability to change and adapt is a key reason for its continuous success for almost 100 years. According to Chief Executive James Kelly, "We have to be more adaptable. We have to know when to add and when to subtract." Clearly, Kelly, who started with UPS as a part-time driver, knows how to compute the way to success for his company. And that way is through technology. The success has reached all levels of the company. After a recent initial public offering, a number of long-term UPS truck drivers and other employees became instant millionaires as a result of their stock options.

This long-term success is a result of that staggering investment UPS has made in computer technology. Over the last 10 years, UPS has invested about \$11 billion in computer systems and related equipment. In the past, UPS could have been categorized as a trucking company that used technology. Today, UPS thinks of itself as a technology company that uses trucks. All aspects of its business have been automated, with the internet playing a central part in its long-term business strategy. Each driver, for example, uses an electronic tracking device, called a Delivery Information Acquisition Device (DIAD). Using this device, a company can track its shipment even before the UPS truck leaves its driveway. But UPS does much more than deliver packages. For example, UPS delivers Gateway computers to customers with a cash-on-delivery system, where UPS collects payments from customers receiving Gateway computers and deposits the payments directly into Gateway bank accounts.

UPS, however, hasn't always had an easy or successful time. A few years ago, the Teamsters walkout cost UPS about \$200 million in lost sales. For many inside UPS, this was a wake-up call to be even more aggressive in using technology to propel the company into the next century. According to one observer of the impact of the Teamsters walkout on UPS "You never want to wound a tiger. You want to kill it, because if you wound it, it only becomes more ferocious." From all accounts, UPS is becoming more ferocious in its use of technology to increase profits and give it a long term competitive advantage.

Discussion Questions :-

1. How was UPS able to use technology to its competitive advantage?
2. How could the lessons of UPS be used in other industries?

OR

If you were the CEO of another shipping company, such as FedEx, what would you do to keep your company competitive with UPS?

(Marks:10)

SECTION II

3. Define 'M.I.S.' and 'Competitive Advantage' and illustrate, with practical examples, how MIS would help your organization gain, retain and sustain Competitive Advantage. (Marks:10)
4. Explain the Internal Threats affecting Information Security in contemporary business organizations and illustrate the measures you would initiate to ensure Information System Security in your organization.
(Marks:10)
5. Discuss the capabilities of Information Technology and their impact on the FMCG Organisations .
(Marks:10)
6. Graphically illustrate the System Development Life Cycle (SDLC) and explain the following sub-phases:
a) Information Requirement Analysis
b) Conversion Strategies (Marks:10)
7. Please illustrate ANY TWO of the following:
a) Context Level Diagram for a Mall.
b) Two Input Formats for a Hotel Information System
c) Two Output Formats for H.R. Department.
d) The Database for Dealers for a FMCG Company. (Marks:10)