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P.E.S. College of Engineering, Mandya - 571 401

(An Autonomous Institution affiliated to VTU, Belgaum)
First Semester, Master of Business Administration (MBA)
Semester End Examination; Jan - 2017
Management Information System

Time: 3 hrs   *Max. Marks: 100*

Note: Answer all **FOUR** full questions from **PART - A** and **PART - B** (*Case study*) is compulsory.

PART - A

1 a.	What is an Information System? List out and explain the different types.	10
b.	What is E-commerce? Explain the three basic categories of E-commerce.	10

OR

2 a.	Write a note on role and impact of Information Technology and Society.	10
b.	What is the difference between Data and Information? List out the methods of Data Collection.	10
3 a.	Explain the waterfall approach to system development.	10
b.	What is customer relationship management? Explain the application of CRM.	10

OR

4 a.	Write a note on Business Processes Re-Engineering with suitable example.	10
b.	Explain the application of MIS in Marketing Management and Personnel Management.	10
5 a.	Write a note on Decision Support System (DSS) and Group Decision Support System (GDSS).	10
b.	What is Enterprise Resource Planning? Explain different ERP module.	10

OR

6 a.	Explain the concept and role of IT in supply chain management.	10
b.	Write a note on Internet, Worldwide Web. List out the importance of Internet.	10
7 a.	What is Network Topology? Explain the different types with neat diagram.	10
b.	List out and explain different Electronic Payment Systems.	10

OR

8 a.	Explain the importance and need of DIGITAL INDIA campaign and its implementation.	10
b.	Write a note on NET Neutrality in India.	10

PART - B

9. **Case Study: Compulsory**

When powerful IBM and software giant Microsoft both use another company's software to run their basic transaction processing system, the software must be good in both cases, the companies are using a new type of software called Enterprise Resource Planning (ERP) software.

ERP software runs all the major transaction processing activities for a business. The integrated nature of ERP allows company to coordinate all core business activities using one powerful software package. From an order taken through the final delivery of the product or service, ERP software supports all critical activities among them; order processing, inventory control, production scheduling, supplier coordination, material flow during manufacturing, product delivery, and managerial decision making. Orders are recorded and processed using ERP software. Coordinating suppliers can also be achieved. ERP excels at following the flow of items as they are manufactured and sent to customers. As a result, companies can give customers firm commitments for product delivery and service, while reducing costs. ERP also provides managers with a wealth of information about how transactions are being processed and basic business operations.

The growth in ERP Systems has been phenomenal. In addition to IBM and Microsoft, many other large companies are installing ERP systems. Monsanto spent more than two years implementing an ERP system. Kodak is relaying on ERP to help it compete in the tough photo and camera market. Procter and Gamble is also installing ERP worldwide. Chevron estimates that ERP could save it 25 percent annually.

SAP was one of the first companies to produce and market ERP software. Founded in 1972, by five former employees of IBM, SAP America is the market leader with its R/3 software. When R/3 was first released in 1993, 1,000 R/3 packages were sold. If the few short years, sales jumped to about 9,000 packages. Sales growth has averaged over 35 percent annually. SAP, however, is not alone in the ERP market, other companies are starting to market and sell their own versions of this popular software. Oracle, for example has started selling ERP software to work with its large and popular database applications. People soft is another ERP software vendor. Starting with a human resource planning package, People soft now sells ERP packages to large companies. Baan is yet another ERP provider.

Questions:

a. How does using ERP system differ from using a conglomeration of transaction processing systems from a variety of vendors?

10

b. Pick a company and discuss how an ERP could process its transactions? What are the benefits and disadvantages of ERP?

10

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