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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 (M.B.A)

Make-up Examination; Feb -2016

Management Information System

Time: 3 hrs

Max. Marks: 100

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

PART - A

- 1 a. Explain the MIS support to management process. 10
- b. Briefly explain E-commerce process model? 10

OR

- 2 a. Explain the types of strategic business planning in detail. 10
- b. Distinguish between score card and Dash board? Also explain its advantages & Disadvantages. 10
- 3 a. List and explain the problems in making Rational Decisions. 10
- b. Explain the concept :
- Data Processing System (DPS) 10
 - Transaction Procession System (TPS)
 - Application Processing System (APS)

OR

- 4 a. Discuss Spiral model in detail with suitable diagram. 10
- b. What is business processing Re-engineering? Explain its functions. 10
- 5 a. What is decision support system? Explain its model. 10
- b. Explain the benefits of implementing ERP in an organization. 10

OR

- 6 a. Explain the concept of SQL Structured Query Language. 10
- b. Explain the life cycle Approach of system development. 10
- 7 a. Explain the various types of network model in detail. 10
- b. Explain the four business models of E-business. 10

OR

- 8 a. Write a short note on:
- Network Topology 10
 - Object Oriented Analysis
- b. Explain the functions of.
- Intranet & Extranet 10
 - WWW

PART - B9. **Case Study: (Compulsory)****Logitech Ltd.**

Our partners and we at Logitech are uniquely poised to take maximum advantage of this tipping point with our wide range of peripherals, we are not only in the new PC opportunity but also the huge upgrade opportunity brought by the dramatic shift in the technology like wireless mouse and keyboard.

Logitech is in the PC market for long time and has the customer to buy the product from various sources and giving value proposition. This old approach has worked so far. But is observed the consumers are evolving more informed, more equipped in making “the buy or not decision.”

As the time evolved Logitech tried to be in the market in the unique way by developing trust and delight.

Questions:

- a) Identify different opportunities of Logitech for future growth 10
- b) Suggest IT initiatives Logitech need to take to beat the competitiveness. 10

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