

VPM's
DR VN BRIMS, Thane
Programme: MMS (2023-25)
Second Semester Regular Examination April 2024

Course Name:	Management Information Systems	Course Code	C213
Roll No.		Marks	60
Total No. of Questions	6	Duration	3 Hours
Total No. of printed pages	3	Date	26-04-2024

Course Outcome Statements:

- CO1: **Define** Management Information System (MIS) terminology
CO2: To **understand** the concepts such as data and information, Framework / structure and role of Information and Information Systems for business
CO3: **Apply** information utility for decision making concepts across the different levels of Management
CO4: **Analyse** the Information System Development Process and Security/ Privacy of data and information
CO5: **Evaluate** the usefulness of Information Systems in decision making process for different functional areas of business
CO6: **Create** a process for System Development Life Cycle for MIS based on Make or Buy Decision.

Instructions: -			Marks	BL	CO
Q. No 1 (All Questions are Compulsory)					
Q. No.	Questions				
Q. 1	Case/Case-let Study (500-800 words)				
	<p>Adidas is learning that the sports-shoe market depends heavily on customer sentiment, and there are many ways to get feedback from customers and listen to the market. In 2006, Adidas started selling the Predator soccer shoe in Europe. Several customers complained that the colors quickly faded. But, Adidas learned about the problem almost immediately. The company pays VML (Valentine McCormick Ligibel) a global brand building company to run its computer program Seer to scan Internet blogs for comments about the company. Based on the immediate feedback, Adidas told customers to treat the shoe leather before wearing them. Adidas (and Nike) are also using new media approaches such as YouTube and Second Life to market their products. Adidas also beat Nike to the market with low-profile shoes. The low-price, and low top shoes caught on quickly in Europe and were picked up by U.S. skateboarders. Sales of the shoes grew to \$4.7 billion in 2006—exceeding that of basketball shoes. John Shanley, an analyst with Susquehanna Financial Group, noted that “it takes a longer period of time for them to adjust to some of the fashion shifts in the market. They want to make sure this lifestyle trend has legs and they wanted to make sure before they pursued it aggressively”. Adidas is working to integrate its supply chain—particularly creating closer ties to retail stores. Its World Class Supply Chain initiative aims to share sell-through data from retail stores directly with suppliers. The goal is to use real-time demand to pull products through the supply chain [2006 Annual Report]. In 2007, Greece surprised Europe by winning the European soccer championship. Adidas, as a leading provider of sportswear for soccer needed to respond quickly. Within days, the company delivered more than 145,000 blue and white Greece team jerseys to stores across Europe. The company used an advanced supply chain management system to synchronize</p>				

		<p>orders across suppliers and subcontractors in a dozen countries. Reebok 2010 By 2010, Reebok had an online store up and running on the Web. Customers could now purchase shoes and other apparel directly from the company. Many items were sold at list price, but the store occasionally offered discounts on specialty items. At least at the financial level, Reebok had become integrated into the Adidas Group. In 2010, Adidas Group net sales were almost 12 billion euros, with 1.9 billion attributed to Reebok.</p> <p>The Adidas strategy, from their Web site, emphasized the importance of using information technology to create a flexible supply chain. The company wanted to share information from point-of-sale down to the production lines to ensure everyone has the correct information to produce and ship the right products to each market. The strategy also emphasized the importance of creativity and innovation. The strategy ensured smooth flow of material right from the supplier end traversing the intermediaries to reach the buyers in the form of perfectly crafted finished goods. This happened through the inbound and out bound logistics channels those had been setup to work in perfect synchronization based on real time information sharing. The marketing research inputs were observed to reach the key stakeholders timely now preparing them for proactive moves serving their markets.</p>		
	a.	Adidas through its moves has reflected that it cares to fulfill the customer expectations but has simultaneously been cautious about the acceptability of new ideas being introduced to market. The synchronization essential between the stakeholders is many a times key to success for any end to end satisfying solution to consumers. Examine the role of Supply Chain Management in enhancing customer satisfaction.	6	Level 4 CO4
	b.	Case reflects that information sharing on real time basis between stakeholders speeds up the customer order fulfillment by reducing lead and cycle time. Determine the different components in Supply Chain those need to work in synchronization for attaining the effect.	6	Level 5 CO5
Q. 2		Answer Any one from the following.		
	a.	A budding Apparel company recently received complaints of delays in shipment due to prolonged cycle time. This was adversely affecting the goodwill and business opportunities. The Operation's Head worried about the unsynchronized material movement that was creating bottlenecks in smooth delivery process. Determine the need of streamlining Supply Chain Components and explain the considerations for managing the same.	6	Level 5 CO5
	b.	A City hospital having limited IT Staff is facing a severe challenge with respect to Patient data management. Doctor's expected to have the patient history ready for reference before they could start diagnosing and treating them. This was not happening as expected and was resulting in wasting lot of time with each patient. The Administrative Head on the hospital discussed this with the IT head who wished to introduce MIS to resolve the problem. The Hospital Management is looking for a economic solution that is quickly ready. Help them take a decision related to either build or buy MIS for their business. Justify your choice and state the reasons for the same.	6	Level 5 CO5

Q. 3		Answer Any one from the following.			
	a.	In line of various incidences recently discussed on News Channels pertaining to cyber crimes and data hacking the Chief Information Officer of an Advertising firm wished to secure his organizations critical trade secrets. The CIO was responsible for securing information as a valuable resource for the organization. Analyse the different threats that the organizational information may face so that the CIO can establish risk control measures at different levels.	6	Level 4	CO4
	b.	A reputed telecom business having branch offices across India, faced severe setback when it repeatedly faced natural calamities like Mumbai and Chennai Floods. The heavy downpours and water logging not just affected infrastructural setups but also loss to business due to data and information security challenges. Discover ways to secure the business information from such crisis conditions in future. Make use of a Disaster Management Plan that supports the crisis handling.	6	Level 4	CO4
Q. 4		Answer Any two from the following.			
	a.	Choose a MIS strategy that helps appropriate decision making to attain overall organizational growth in a domain of your choice.	6	Level 3	CO3
	b.	As IT Manager, plan your decisions to hire a new candidate in IT department based upon Herbert Simons Rationality types.	6	Level 3	CO3
	c.	Develop an action plan to retain tacit knowledge in a firm with the help of Knowledge Management initiative.	6	Level 3	CO3
Q. 5		Answer Any two from the following.			
	a.	Explain the application of MIS in guiding your subordinates to take decisions at routine operational level in various departments.	6	Level 2	CO2
	b.	Drawing a neat diagram of MIS architecture relate the role of different components involved in obtaining the desired reports.	6	Level 2	CO2
	c.	Classify and explain the information systems based on various business transactions from simple data processing to higher order operations.	6	Level 2	CO2
Q. 6		Answer Any two from the following.			
	a.	Which are the different stages through which the SDLC process gets successfully completed?	6	Level 1	CO1
	b.	What are the different challenges faced by IT staff in providing Information System as a decision making aid to management?	6	Level 1	CO1
	c.	Define Information. How does it act as a useful resource for business decisions?	6	Level 1	CO1