

Roll No.

Management Information
System

Total No. of Printed Pages:

Total No. of Questions :5

Maximum Marks : 30

Duration (hrs.) :2

Section , if any :Nil

Read the following instructions carefully:

- Q1. is compulsory.
- Answer any two questions from the remaining questions i.e. 2,3,4,5 .

Q1. CASESTUDY

With over 150,000 employees, in the Raja Boeing India company. Company is a giant producer of passenger airplanes, business jets, military aircraft, helicopters, flight instruments, and satellites. Until recently it was the India's number one commercial jet aircraft producer.

It is now in a head-to-head struggle with Rani Airbus for this position. Rani Airbus decided to challenge Raja Boeing India company for the jumbo jet market. Rani Airbus management predicts air travel will expand rapidly, requiring many giant jumbo jets to carry the increased mass of passengers without hiking up operational costs. Raja Boeing India company's management has a very different vision. It believes that most travelers prefer to fly from their own city nonstop to their destination.

All in all, Raja Boeing India company foresees a strong expansion of smaller jet sales rather than of jumbo jet sales. Both companies' business and product development strategies are based on these differing visions. In addition to Rani Airbus competition, Raja Boeing India Company faced difficult conditions because the market for commercial airplanes has been shrinking due to airline mergers and the downturn in air travel recently. Raja Boeing India designers long ago realized they would save much production time if they reused existing designs rather than designing each aircraft from scratch.

However, the process of design customization was manual and took more than 1,000 engineers a year of fulltime work to complete. Another problem with manual design was that the staff needed to create life-size mock-ups in plywood and plastic to ensure that everything fit and that the pipes and wires that run through the plane are placed properly and do not interfere with other necessary equipment.

Raja Boeing India company assembled a single parts list that can be used by every division without modification. In addition, management established design-production teams that brought together designers and fabricators from a range of specialties throughout the whole process. Ultimately, the airplane was designed entirely on the computer screen and was initially assembled without expensive mock-ups.

Raja Boeing India company, in the meantime, innovated again and designed plane to fly long distances economically while keeping passengers comfortable and economizing on fuel. About half of each plane will be made from carbon-fibre composite materials, which are lighter than aluminium and can be built in larger sections.. So far it has had little success, with a number of airlines stating that the operating economies and comfort did not match. Raja Boeing India company and its key suppliers are using software that lets designers around the world electronically collaborate in designing components and manufacturing processes.

Case Questions:

- a) What is a difference between the two companies' vision. (2)
- b) Name the systems designed by the Raja Boeing Company and categorize into the category and list the characteristics of the systems. (5)
- c) What is the relationship of knowledge management to Boeing's business strategy? (3)

Q2. Answer any two of the following: (10)

- a) Implementation of MIS is a strategic decision. Justify with an example.
- b) Explain the role of Transaction processing system.
- c) Differentiate between deterministic and probability system with example.

Q3. Answer any two of the following: (10)

- a) Under which section an online bank fraud (Mulund) has registered. Explain the meaning of section.
- b) Design a DFD for online airline ticket cancellation.
- c) Differentiate between One to One and Many to Many data relationship with example.

Q4. Answer any two of the following: (10)

- a) What are the major challenges in managing and designing a MIS?
- b) What are the steps to be followed for designing MIS?
- c) What is a role of management in MIS designing?

Q5. Answer any two of the following: (10)

- a) What are the major limitations of MIS?
- b) Which level of management plays an important in MIS implementation?
- c) What is a purpose of context level diagram? Explain with an example.