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MASTER OF BUSINESS ADMINISTRATION (M.B.A.)
EXAMINATION: DECEMBER- 2024
SEMESTER - III

Sub.: Management Information System (MBA302)

Date : 13/12/2024

Total Marks : 60

Time: 10.00am to 12.30pm

- Instructions:** 1) All questions are compulsory.
 2) Figures to the right indicate full marks.

- Q. 1. Write Short notes on (Any Three) (15)**
1. Targets.
 2. Manufacturing organization
 3. System design.
 4. Organizational culture.
 5. Attitude.
- Q. 2. Answer in detail (Any One) (10)**
1. Write a note on implementation of MIS.
 2. Explain the term organizational change.
- Q. 3. Answer in detail (Any One) (10)**
1. What is data and information processing system?
 2. Describe entropy.
- Q. 4. Answer in detail (Any One) (10)**
1. What is the purpose of analyzing information needs?
 2. Explain the sources of information.
- Q. 5. Case study (15)**
- Many times it is thought that the Research and Development activities of an organization is not be regulated. While it is true that R&D does not behave the way production or marketing does, it nevertheless has a role to perform in the organization. R & D has become an important part of business, for it offers a way to stay ahead of the competition through (novation. Thus, it has a definite goal and must be properly monitored for it to be able to achieve this goal. Inputs to the R and D department are not transaction based. Most of the time, top management may provide a direction. Sometimes, a specific task is allocated to the department, such as crash safety guards, fuel efficiency, pollution control, etc. Sometimes, the government lay step in and demand that an industry follow certain norms in environment protection, such as the Euro I and II norms in automobiles. Most countries also have safety norms that the manufacturer must provide, such as seat belts, impact buffers, etc. In such cases the R & D department will have to work towards a specific goal within a specific time frame. Even if there is no specific government directive, organizations have found that the marketplace demands constant improvement. Safety features, fuel efficiency, pollution control etc. have become saleable points in the marketing strategy. Therefore R&D occupies an important place in the marketing strategy of many companies. Marketing management is concerned with satisfying the needs of the customer. The MIS will have to aid in identifying the needs of customers, evolving, product concepts, designing the product, positioning the product, pricing, promotion, etc. Market research, consumer surveys, advertising, sales promotion campaigns, dealer networks, etc. form the major tasks in marketing management. Studying the data input into the MIS system in marketing management, we realize that the following documents form an important part of the input process: Purchase Orders from customers, Order Acceptance Advices,

Delivery Advices from the godown, Delivery Notes to customers, Invoice / Credit Note /Debit Note, etc. In addition, marketing management needs other data that is not produced through transactions. The data- is generated through self-initiated actions such as market surveys. Customer satisfaction polls, etc., as well as through external sources such as trade journals, marketing publications, industry association journals and magazines, etc. The MIS will have to refer to such data inputs as well, since they form an important part of the decision making success and in forecasting trends, customer demand, new product ideas, etc. The Production Management function of the organization is concerned with the production of goods. It interacts with functions such as Production Planning and Control, Maintenance, Quality Control,, etc. It receives inputs from Inventory Control. It receives feedback from Quality Control and Marketing. The functional goals of Production Management are fuller utilization of manufacturing capacity and resources, reduction in rejection rates, maximizing uptime of the plant and machinery and adherence to production schedules. Thus, the MIS will seek to aid management in achieving these goals. The first item of study, of course, is the input data. The data will be input into the MIS through the following documents: 1. Production Programme 2. Production Schedule 3. Process Planning Sheet 4. Job Card / Job Register 5. Quality rating sheet / form 6. Finished Goods Advice

Questions:

1. Explain the term R & D.
 2. What is Marketing?
 3. Describe production.
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