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MASTER OF BUSINESS ADMINISTRATION (M.B.A.)
EXAMINATION: MAY - 2025
SEMESTER - III

Sub.: Management Information System (MBA302)

Date : 26/05/2025

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. Case tools.
 2. Purpose of MIS.
 3. Second generation computers.
 4. Role of MIS in top management.
 5. Mainframe Computers
- Q. 2. Answer in detail (Any One) (10)**
1. What do you mean by hierarchy of authority?
 2. Describe the term organizational culture.
- Q. 3. Answer in detail (Any One) (10)**
1. Which are the reasons to carry out system analysis?
 2. What do you mean by organizational power?
- Q. 4. Answer in detail (Any One) (10)**
1. Explain RDBMS.
 2. What are the Problems in Implementing MIS?
- Q. 5. Case study (15)**
- Hotels may have started out as a place to stay when one is away from home, but the concept has undergone rapid and drastic change. There has been a transition from convenience to comfort, comfort to enjoyment and enjoyment to delight or total service. Hotels today are specifically designed to cater to the needs of different kinds of travelers, whether individuals, or businessmen, or company executives, or families- on holiday or tourist groups. Some hotels manage to cater to all these segments. Some define themselves by the particular segments to which they cater. Whatever the hotel may choose to do, it will have to keep the following information needs in mind: Need to track Customer Profile-The hotel will need to maintain a database of its customers and specifically track the information: Type of Customer, Nature or Purpose of the visit, Duration of stay, Service demanded, Socio-economic class of the customer § Religion, culture and language of the customer, The customer profile thus generated will help to determine the facilities the hotel, provides, such as swimming pool, gymnasium, shopping centre, transportation, etc. Occupancy Levels and Occupancy Pattern-The hotel will need to monitor occupancy levels at different times and seasonal variations in occupancy. It will then be able to offer incentives like off-season discounts, package holidays, premium suites, etc., based on occupancy preferences and patterns. The MIS should be capable of providing such information to the management of the hotel. Customer Expectation Levels-The hotel will have to develop a sophisticated system to determine the expectation levels of customers. The hotel's reputation, the customer's previous experiences, etc. all go towards creating an expectation in the mind of the customer. The hotel should be able to match this expectation, if not surpass it. Human nature is such that expectations rise with every satisfaction. In other words, if a hotel surpasses a visitor's expectation, the surpassed level becomes his expectation in the future. Therefore, if the hotel finds that it is

beginning to get a regular clientele, it must think of ways to surpass the customer's expectations every time. The MIS plays an important role in capturing, storing, retrieving and communicating bits of data at various levels. All this data must be properly processed to be able to give the management a clear idea of customer expectations, levels of satisfaction, employee behavior etc.

Questions:

1. What do you mean by occupancy levels and occupancy pattern?
 2. Why there is a need to track customer profile?
 3. Explain customer expectation level.
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