

SVKM'S  
Narsee Monjee Institute of Management Studies (NMIMS)  
School Of Distance Learning

Programme: PGDMM(MNYL)

Academic Year: 2012-2013

Semester: I

Subject: Information system for managers

Course: New

Date: 4.01.2013

Marks: 50

Time: 11.00 a.m. to 1.00 p.m.

**Instructions:**

Candidates should read carefully the instructions printed on the question paper and on the cover of the Answer book, which is provided for their use.

**NB:**

1. All questions are compulsory.
2. All sub questions carry equal marks.
3. Answer to each new question must be started on a fresh page.
4. Figure in brackets indicate full marks.

**I. Answer any 2 from the following: (10 marks)**

- a) • Telecommunication systems can be used in various business applications. What are their advantages?
- b) • What is a network topology? Explain.
- c) • What is a data warehouse? What are its components?
- d) • What are the different types of databases?

**II. Answer any 2 from the following? 10 marks**

- a) • Which stage in the strategic planning process involves developing MIS objectives, constraints and strategies based on the organizational strategy set? Explain.
- b) • Documentation is the process of maintaining written reports, describing the scope, purpose, information flow and operating procedures of the system. When is it required?
- c) • Business to business is a popular e-business model dealing with B2B transactions. What is the main aim of these marketing places?

- d) • Explain Software development process through suitable example.

**III .Answer any 3 from the following: 30 marks**

- a) • What are the benefits delivered when the application business intelligence software supplements the transactional software systems?
- b) • Give a brief overview on various ERP modules?
- c) • Examine and comment on the e-CRM components that help in successful implementation of e-CRM.
- d) • The hardware and software of a computer interact with and complement each other in order to produce useful output. Explain.
- e) • Data can be collected in several ways and also from several sources. What are the different methods that can be used for collecting data?

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