

**SVKM'S NMIMS UNIVERSITY
SCHOOL OF DISTANCE LEARNING**

PROGRAM:

DBM(I)/PGDBM(I)/DMM(I)/PGDMM(I)/DFM(I)/PGDFM(I)/DHRM(I)/PGDHRM(I)/DITM(I)
/PGDITM(I)/DSCM(I)/PGDSCM(I)/DBFM(I)/PGDBFM(I)/ADITM(II)/ADSCM(II)

Subject: Information Systems for Managers

Marks: 100

Time : 3 hrs

Date: 30-05-2009 (11.00 a.m. – 2.00 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 use.

Note:

1. Answer to each question to be started on a fresh page.
 2. Figure in brackets indicate full marks.
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Q1. Answer any TWO of the following: (10)

- a) How do managers use information to manage organizations? Give examples.
- b) What are the key success factors for implementation of an information system? Explain.
- c) Describe the different types of Information systems.
- d) What are the main components of a disaster recovery plan?

Q2. Write Short Notes on any THREE of the following: (15)

- a) Video Conferencing
- b) Input Devices
- c) Process of acquiring application software
- d) Security in IT
- e) E-mail

Q3. Attempt any THREE of the following. (45)

- a) What is the role of Management Information System (MIS) at various levels of management? How do you differentiate between MIS and DSS?
- b) What aspects of a proposed system are evaluated to assess feasibility? Give details.
- c) Describe how an Information System can support the Marketing function giving appropriate examples?
- d) Describe the main features of a computerized General Ledger System.
- e) What is outsourcing? Why do organizations outsource their business processes?

Q4. Analyse the following case and answer in detail. (30)

Sherwood Stores, Inc. is a retail grocery store chain with a central distribution center and 14 retail stores in a major metropolitan area. Managers at all levels at the

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headquarters office, at the distribution center, and in the retail stores need reports to develop a sales plan that indicates the expected sales volume for each item for the subsequent week.

A sales analysis summary report is generated that provides information on planned versus actual sales for each item.

All orders from the local stores are filled from the central distribution center. The central distribution center purchases inventory from suppliers and allocates it to the local stores based on a sales forecasting report. If a local store needs to replenish its stock because an item has fallen below a desired inventory level, the store manager can request additional stock from the central distribution center.

Sherwood Stores, Inc., has 24 trucks making deliveries to local stores daily. Distribution managers develop standards for truck unloadings based on shipment quantity and weight. The distribution managers require actual delivery data as against the delivery standards to optimize distribution.

Planners at the headquarters use external market data and demographic data to forecast sales trends in various regions. Store site selection is an important issue for top managers at Sherwood Stores, Inc. because they would like to expand the number of stores from 14 to 24 within the next three to five years.

Sherwood Stores, Inc. therefore requires a system / systems to control inventories, manage the distribution process, and analyze sales trends affecting various product lines and store trends affecting various product lines and store sites. Describe how IT can support its business objectives?

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