



# Sanjay Ghodawat University, Kolhapur

2018-19

Established as State Private University under Govt. of Maharashtra. Act No XL, 2017

2019, FY-MBA.

School of Commerce and

Management

Management

MMC512 Wednesday

Management Information System

Semester – II

29/05/2019

End Semester Examination

Time: 3 hrs, Max Marks: 100

10.30 am to 1.30 pm.

Instructions:

1) All Questions are compulsory.

		Marks	COs	Level
Q.1	Answer following.			
a)	Why Information System is essential today? State the need & Importance of Information System.	10	1	2
b)	Discuss the concept of Transaction Processing System and its Significance.	10	2	2
	OR			
b)	Describe the concept of KWS & OAS in detail.	10	2	2
Q.2	Answer following.			
a)	Illustrate System Development Life Cycle with its steps in detail.	10	3	3
b)	Write the Causes of Information System Success and Failure.	10	4	3
	OR			
b)	Interpret How Competitive advantage can be achieved with the help of IS.	10	4	3
Q.3	Answer following.			
a)	"An ERP system is a fully integrated business management system covering functional areas of an enterprise". Justify.	10	5	3
	OR			
a)	Write the Advantages and Disadvantages of ERP.	10	5	3
Q.4	Answer following.			
a)	"SAP has the largest market share of all ERP systems & commands unparalleled premium in the ERP market." Critically evaluate the statement.	10	6	3
b)	Examine in detail the various Modules of SAP.	10	6	4
c)	Evaluate the Advantages of SAP in detail.	10	6	4
	OR			
c)	Appraise the various Carriers in SAP.	10	6	4

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Q.5 Case Study.

- a) Classmate is an Indian brand of student stationery products. ITC Limited launched its Classmate brand in 2003 with the notebooks category. Subsequently, the Company added new products to its portfolio, including pens, pencils, mechanical pencils and geometry boxes. Classmate has 900 distributors who make the products available in over 70,000 outlets in India. Classmate products range from notebooks, pens, pencils, mechanical pencils, diaries, mathematical drawing instruments, erasers, sharpeners, and scales and art stationery products. Classmate notebooks consist of more than 300 variants including notebooks, long books, practical books, drawing books and reminder pads. ITC focused on the design elements of notebooks: each Classmate notebook has a theme on the cover and related information inside. ITC Classmate notebooks are said to use Ozone heated, Elemental Chlorine Free Paper which has lesser use of chemicals in bleaching stage. Ozone treatment of paper before bleaching process improves paper quality and shelf life. Classmate faces competition from Navneet, Bilt, Goodluck and Camlin. For product differentiation and to sustain competitive advantage Classmate decided to take help of information system resource. As a system expert-write need & scope of Information system at different levels for Classmate.
- 10 5 5
- b) Aishwarya Group - A family owned chemical manufacturer needed to replace its old information. Inadequate system and solve some important business problems. The company was growing and management needed understand customer profitability. A number of years ago the company implemented a tier III accounting and manufacturing system. This existing system had become inadequate, It was heavily modified, and the consulting firm that had made the modifications was out of business. There was no viable path to improve the existing system Based on above information:
- 10 5 6
- a) Write need of ERP for Aishwarya Group and suggest different ERP models.
- b) What criteria company should adopt for selection of ERP package?

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