

But there is one other thing that has taken precedence of late: the Internet."This Internet thing, I tell you, is really amazing. I love it," he says... No he is not just another geek making prophecies on how the Internet is going to be all and end all of life. He is Michael S Dell chairman and CEO OF Dell Computer-the richest man in world under 35 who single handedly built up \$28.75 billion Computer Empire. Ask him what it takes become fewer than 35 richest men he gives a disarming smile and says idea, and that is all that he had with him, when he started off with \$ 1000 in Texas University dorm room. Dell said himself, why get into middleman it necessary that only beauty creams, Dell now oils his direct marketing techniques

- Q1 What is Dell's secret? How has it managed to turn a classically low margin mail order into a high profit, high service business with the help of MIS.
- Q2 If we talk about India, with the kind of bureaucratic hassles and tariff structure, how do you expect to have competitive pricing strategy, explain keeping MIS in view.
- Q3 What really happened when DELL'S business collapsed in 1993 how with the help of using IT techniques Michael reincarnated the business.

—x—

Printed Pages :4



\*2934 \*

325

MAM-403(A)

(Following Paper ID and Roll No. to be filled in your Answer Book)

**PAPER ID : 293406**Roll No. **M.C.A. (Semester-IV)****SPL. THEORY EXAMINATION, 2014-15****MANAGEMENT INFORMATION SYSTEM***Time : 3 Hours]**[Total Marks : 100*

1. Attempt any four of the following: (5×4=20)
- (a) What is information system, and how its components changing our lives.
- (b) What is the role of feasibility in SDLC, and why it is required?
- (c) Process Control System involves operation activities.
- (d) What is META tag and why it is so important.
- (e) Explain something about Netiquette, with the help of an example.
- (f) Differentiate between ER Diagram & DFD Diagram.

2. Attempt any two of the following: (10×2=20)
- (a) What is the difference between Neural Network & Expert System with the help of an example from business world?
- (b) Explain how reengineering is helpful in ERP implementation. Does BPR is required before ERP or after ERP implementation .Comment
- (c) When Business Process Reengineering is needed, and what are its essential principles? Explain with the help of an example.

3. Attempt any two of the following: (By reading the paragraph) (10×2=20)

In the past few years , the world's biggest corporation.General electric Company has focused aggressively on Indian .GE today has diversified business presence in the country through a series of wholly owned subsidiaries, joint ventures, strategic alliances and business development center from engineering and science to IT sector.GE is perhaps the only Global Company that has clearly understood that India has the potential to become one of the finest research and development platform center in the world. So last year GE acted quickly. It began developing a massive research and development program center in India's own Silicon Valley –Bangalore to leverage the countries unique multi-disciplinary skill. In record of 10 months, GE completed a massive 186000 sq foot ITC have been named John F Welch Technology Center. GE

chairman Mr. Welch flew down to Bangalore to inaugurate the center.

- Q1 Has the company enforced new management practice or work culture at the center, how has MIS played the role.
- Q2 Why did GE decided to set up one of its largest multi-disciplinary research center in India .
- Q3 How has India groved in the field of IT. Do you think the current boom in India would be able to make it an IT giant

4. Attempt any two of the following: (10×2 = 20)

- (a) Differentiate between MIS & CFS.
- (b) Mention important characteristics features of MIS. Show how the components of an MIS are interrelated. Show how an MIS can facilitate the general function of management
- (c) Though few experts agree that expert that expert system is predominant form of knowledge system some experts disagree and argue that there is better knowledge system. Do you agree.

5. Attempt any two of the following (By reading the paragraph) (10×2=20)

He loves his silver two seater Mercedes 500 SL just a bit more than he loves his \$ 10 million mountaintop estate.