

College of Applied Business (CAB)

Sent-up Examination, February 2015

BBA / Third Semester / IT 203: Management Information System

Candidates are required to give their answers in their own words as far as practicable.

Section A

Time 20 minutes

Brief answer questions:

[10×1 = 10]

1. What is prototyping?
2. Differentiate between hackers and crackers.
3. What is Transaction Cost Theory?
4. What do social ethics mean?
5. What is Intellectual Property Rights?
6. What is business process?
7. List down the three major new information system trends.
8. What do you mean by Digital firm?
9. Define Trojan horse.
10. Define Green computing.

Section B

Time 30 minutes

Comprehensive answer questions:

[2×5 = 10]

11. Read the following passage and answer question given below.

Restaurant Information System

A waiter takes an order at a table, and then enters it online via one of the six terminals located in the restaurant dining room. The order is routed to a printer in the appropriate preparation area: the cold item printer if it is a salad, the hot-item printer if it is a hot sandwich or the bar printer if it is a drink. A customer's meal check-listing (bill) the items ordered and the respective prices are automatically generated. This ordering system eliminates the old three carbon-copy guest check system as well as any problems caused by a waiter's handwriting. When the kitchen runs out of a food item, the cooks send out an 'out of stock' message, which will be displayed on the dining room terminals when waiters try to order that item. This gives the waiters faster feedback, enabling them to give better service to the customers. Other system features aid management in the planning and control of their restaurant business. The system provides up-to-the-minute information on the food items ordered and breaks out percentages showing sales of each item versus total sales. This helps management plan menus according to customers' tastes. The system also compares the weekly sales totals versus food costs, allowing planning for tighter cost controls. In addition, whenever an order is voided, the reasons for the void are keyed in. This may help later in management decisions, especially if the voids consistently related to food or service. Acceptance of the system by the users is exceptionally high since the waiters and waitresses were involved in the selection and design process. All potential users were asked to give their impressions and ideas about the various systems available before one was chosen.

Questions:

- a) In the light of the system, describe the decisions to be made in the area of strategic planning, managerial control and operational control? What information would you require to make such decisions?
- b) What would make the system a more complete MIS rather than just doing transaction processing?

Section C**Time 80 minutes****Short answer questions:****[5×4 = 20]**

12. How does Porter's Competitive force model help companies develop competitive strategy using information systems?
13. Explain how databases can be used to improve business performance and decision making.
14. Describe five moral dimensions of information age.
15. Explain the fundamental role of information system in a typical organization? Provide example as possible.
16. Why are information systems vulnerable to destruction, error, and abuse?