

Register No.: Name.:

SAINTGITS COLLEGE OF ENGINEERING (AUTONOMOUS)

(AFFILIATED TO APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY, THIRUVANANTHAPURAM)

FIRST SEMESTER MBA DEGREE EXAMINATION (Regular), DECEMBER 2022**(2021 Scheme)****Course Code: 21MBA109****Course Name: Information Systems for Managers****Max. Marks: 60****Duration: 3 Hours****PART A*****(Answer all questions. Each question carries 2 marks)***

1. Define E- business.
2. Illustrate the types of communications.
3. Summarise the idea of Business Process.
4. Differentiate between AI and BI.
5. What is Cyber Terrorism?

PART B***(Answer any 3 questions. Each question carries 10 marks)***

6. Elaborate the components of Information System.
7. Explain the role of a database management system in business information systems?
8. Narrate a note on Business Process Re-engineering. Why it is required?
9. Bring out the concept of Enterprise Resource Planning. What role does technology play in ERP implementation?
10. Discuss the importance of a Firewall and how it can be implemented.

PART C***(Compulsory question, the question carries 20 marks)***

11. The Associated Cement & Construction Ltd is a 20-year-old company, manufacturing cement in its nine different plants all over the country. The corporate office in Mumbai, is primarily managed and controlled by the strategic management of technology (Systems) rather than managers. The company is fairly stable and the organization is functional and hierarchical. The Finance, Sales and HR are the centralized functions in Mumbai, while the production and the materials handling are the sole responsibility of respective plants in various places. The plant manager is the Chief Executive and reporting to the Managing Director. The plant manager is responsible for the commercial, accounting, purchasing and other functions which are required to operate the plant. In fact, each plant is termed as the

Strategic Business Unit and responsible for the resources and results.

The nature of business is such that the plant manager has been empowered to make decisions which will optimise the use of resources and the plant performance will be closely rated day by day. Initially the goal of the company was to produce a mass quantity of cement and maximum utilisation of plant and machinery. Now the goal was shifted to produce cement mix for different markets and different usages with quality assurance. Then the shift came towards manufacture and sale at the minimum cost, with a product mix and good quality. Obviously, the market identification and resource utilisation is a hectic task to the plant manager. Company has been using the old software system. Meanwhile the company is planning to introduce a new management information system for their entire plants as well as corporate office which is free from cyber security issues.

- a) Identify the system which are required at the plants and the systems at the corporate office.

Marks (10)

- b) Design a management communication flow between the systems at the plants and the systems at the corporate office.

Marks (10)
