PG Even Semester (CBCS) Exam., April—2019

BUSINESS ADMINISTRATION

(2nd Semester)

Course No. : MBACC–201

(Management Information System)

Full Marks : 70
Pass Marks : 28

Time : 3 hours

The figures in the margin indicate full marks for the questions

Answer **all** the questions

1. 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 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 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 customer tastes. The system also compares the weekly sales totals versus food costs, allowing planning for tighter costs 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 services. 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, elaborate the different strategic decisions to be made for planning control and operation.

(b) Explain how a complete MIS is helping the restaurant dining system. 8+6=14

2. *(a)* What is Business Process Reengineering? Discuss the steps involved in Business Process Reengineering. 5+5=10

(b) Discuss in brief the technology S-curve. 4

OR

3. *(a)* Highlight the business benefits of decision support system. 7

(b) Discuss the differences between intranet and extranet. 7

4. Explain the term 'Data mining'. Discuss the techniques used in data mining. 5+9=14

OR

5. *(a)* Explain the terms 'primary key' and 'foreign key'. 6

(b) Discuss how modern databases are advantageous than traditional databases. 8

6. *(a)* Discuss how prototyping is different from waterfall model. 8

(b) Explain dataflow diagram with the help of a flow diagram figure. 6

OR

7. *(a)* Explain the concept of system implementation. 7

(b) Discuss the relationship between ERP, CRM and SCM. 7

8. General electric engineers used genetic algorithms to help optimise the design for jet turbine aircraft engines, where each design change required changes in up to 100 variables. The supply chain management software from i2 technologies uses genetic algorithms to optimise production scheduling models incorporating hundreds of thousands of details about customer orders, material and resource availability, manufacturing and

distribution capability, and delivery dates. International truck and engine used this software to iron out snags in production, reducing costly schedule disruptions by 90 percent in five of its plants.

Questions :

(a) Discuss the concept of genetic algorithm in relation to case mentioned.

(b) Explain how genetic algorithm helped optimise the design of jet turbine aircraft engines. 7+7=14

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