

PG Even Semester (CBCS) Exam., April—2018

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** questions

1. General Lumber Products Ltd. is one of the oldest retail lumber yards in Singapore. It features a large section of materials for flooring, decks, mouldings, windows, siding and roofing. The prices of Lumber and other building materials are constantly changing. When a customer enquires about the price on prefinished wood flooring, sales representatives consult a manual price sheet and then call the supplier for the most recent price. The supplier in turn consults a manual

price sheet, which has been updated each day. Often the supplier must call back its (General Lumber's) sales agent because the company does not have the newest pricing information immediately on hand.

Assess the business impact of this situation, describe how this process could be improved with information technology and identify the decisions that would have to be made to implement a solution. Who would be making those decisions?

14

2. Define business process re-engineering. Describe the steps required for effective implementation of business process re-engineering. 4+10=14

OR

3. What do you mean by DSS? How could a decision support system help an organization to compete with competitors. 6+8=14
4. (a) What are the problems of managing data resources in a traditional file environment and how can it be solved by DBMS? 6
(b) Who is a DBA? What are the roles played by DBA in an organization? 2+6=8

(3)

OR

5. Write short notes on : 7+7=14
- (a) What-if analysis and sensitivity analysis
- (b) Goal-seek analysis and optimisation analysis
6. (a) Write short notes on any *two* of the following : 3×2=6
- (i) Attributes
- (ii) Keys
- (iii) Cardinalities
- (b) Explain the core activities involved in system development life cycle. 8

OR

7. (a) Explain briefly data flow diagram and its components. Highlight the differences between physical and logical data flow diagram. 4+3=7
- (b) Explain the system implementation procedure. Describe the importance of data flow diagrams in system development life cycle. 7

(4)

8. A leading hotelier achieves a 10% increase in repeat customers. A popular hotel was facing a common yet critical problems in the industry dipping occupancy rates. The cost of acquisition was high and customer retention was quite a challenge as because there was problems in integrating data from multiple sources. The company then used an analytical platform capable of providing 360° insights on customer experience matrix by analysing quantitative and unstructured information from multiple customer touch points. The impact was that there was 10% increase in customers and 6% increase in occupancy rates.

Questions :

- (a) Explain how artificial intelligence can help the hotel management to manage the data more efficiently. 4
- (b) Explain the different types of artificial techniques available to support the hotel's data management. 10

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