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Total number of printed pages – 2

MBA  
MBA 207 (New)

## Second Semester (Back) Examination – 2013

### MIS AND ERP

QUESTION CODE : B587

Full Marks – 70

Time : 3 Hours

Answer Question No. 1 and 2 which are compulsory and any **four** from the rest.  
The figures in the right-hand margin indicate marks.

1. Answer the following questions : 2×10

- (a) Differentiate between Virus and Malware.
- (b) Write the rules for construction of DFD.
- (c) Write the names of four ERP vendors.
- (d) Mention the difference between DDL, DML, and DCL.
- (e) What are the characteristics of MIS ?
- (f) What do you mean by Critical Success Factor ?
- (g) In which level of management, TPS will be used and why ?
- (h) Differentiate between open loop system and closed loop system.
- (i) What are the components of DSS ?
- (j) Write about primary key and foreign key.

2. **CASE STUDY :**

With over 80,000 employees, Harrah's Entertainment, Inc., is world's largest provider of casino Entertainment, and the information it has gathered on its more than 40 million customers is stored in a Teradata Data warehouse. The data was collected over the years through the company's Total Reward Card Program, which records its customers' activities at the gaming tables and elsewhere. But there was a need to analyze the data to gain insight into customer performances,

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gaming patterns, and so on. For this reason, Harrah's choose IBM Cognos business intelligence software to analyze the data stored in its Data ware house. With the system now in place, the company is able to classify customers into various profiles and use this classification to develop campaigns targeted to specific customer groups. For example, the company may target customers who haven't visited in more than 6 months and offer incentives to get them to return. The system is also able to measure the effectiveness of various campaigns. The implementation has significantly increased revenue, reduced operational and personal costs, and advanced customer services.

- (a) What main goals did the new information system achieve ? 5
- (b) What are some additional benefits of using the new system ? 5
3. Define data model. What are the categories of Data models used in organization ? Explain with examples. 10
4. Define information system. What are the attributes of information ? 10
5. What do you mean by SDLC ? How to solve problems using systems approach ? Explain. 10
6. Explain about ERP. What are the benefits and challenges of an ERP ? Write the tangible and intangible benefits of ERP. 10
7. What is Ethics ? Explain the factors influencing business Ethics. How can the quality of ethical performance can be improved in a business firm ? 10
8. What is the role of DSS ? Write about different types of DSS. Explain which type of DSS is best suited for a Mobile industry and why. 10

