



ASSIGNMENT

DRIVE	WINTER 2014
PROGRAM	MBA/ MBADS/ MBAFLEX/ MBAHCSN3/ PGDBAN2
SEMESTER	II
SUBJECT CODE & NAME	MB0047 – MANAGEMENT INFORMATION SYSTEM
BK ID	B1968
CREDIT	4
MARKS	60

Note: Answer all questions. Kindly note that answers for 10 marks questions should be approximately of 400 words. Each question is followed by evaluation scheme.

Q.No	Questions	Marks	Total Marks
1	In the current e-world any organisation's massive operations are managed by various types of information systems that help them to achieve their goals of servicing their clients. This can be done by the growth of modern organization. Discuss some of the essential features of modern organisation.		
A	Listing the features	2	10
	Explaining each of them in brief	8	
2	Marketing managers are keener to look for a least cost route that also allow a sales person to meet all his customers. Identifying a least cost route with this features is slightly complicated. Therefore, managers depend on decision support tools to find the most cost effective routes to cover the market. The travelling salesman problem is one of such tool. Describe the tool with a diagram.		
A	Graphical representation of Travelling salesman problem	4	10
	Describing the problem	6	
3	There are many examples of digital goods. Companies such as Amazon.com are selling digital versions of books over their site. These digital books can be read on special readers that display the pages on a screen. a. List the important properties of information goods b. Explain positive feedback with diagrams		
A	a. Listing the properties	4	10
	b. Two diagrams	3	
	Explanation on positive feedback	3	

4	Decision support systems (DSS) are used extensively across organisations to assist managers with making decisions. Decision making by managers involves the phases of intelligence, design, and choice, and DSS help mainly with the choice part as they support structured and unstructured types of decisions. a. What is it that managers do when they make decisions? b. Explain the different types of decisions		
A	a. Explaining decision making process	5	10
	b. List and describing the different types of decisions	5	
5	What is crowdsourcing? How does the site Galaxy Zoo manage crowdsourcing?		
	Crowdsourcing definition	2	10
	Explaining site Galaxy Zoo management	8	
6	Data and information relating to individuals could be of sensitive nature. Give some examples of such kind of data		
	Explaining five examples	10	10

*A-Answer