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OR

(c) What value chain activities are involved in enhancing cars with software? (7)

(d) How much of a competitive advantage is software providing for automakers? Explain your answer. (8)

(200)

10/5/19 (K. Veerling)

[This question paper contains 10 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 2658

Unique Paper Code : 61018410

Name of the Paper : Management Information Systems

Name of the Course : B.Voc. (Wed Designing / Software Development) (GEC-4.1)

Semester : IV

Duration : 3 Hours

Maximum Marks : 75

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.

2. Attempt **all** questions.

3. **All** questions carry equal marks. (15×5=75 marks)

1. (a) Why are information systems so essential for running and managing a business today? (5)

(b) Explain briefly the different models of decision making. (10)

P.T.O.

OR

- (c) What academic disciplines are used to study information systems? How does each contribute to an understanding of information systems? What is a sociotechnical systems perspective? (10)
- (d) Define information system. How does it work? (5)
2. (a) Explain the working of a Data Warehouse. (7)
- (b) What are the major capabilities of DBMS and why is a relational DBMS so powerful? (8)
- OR**
- (c) Describe the core activities in the system development life cycle process. (10)
- (d) What types of systems are used for enterprise-wide knowledge management and how do they provide value for businesses? (5)
3. (a) Explain the business benefits of artificial intelligence techniques for knowledge management. (8)

raises a familiar set of privacy concerns. Auto analysts believe that automakers will make mistakes as they learn how to properly handle sensitive customer data and to provide robust privacy options. On the other hand, automakers are hoping that younger customers who have grown up using Facebook are less likely to care about privacy, and features that collect highly targeted information about a car's location and driving habits. BMW is also investing a whopping \$100 million in mobile apps, hoping to market them to their customers as "premium services." Some analysts are skeptical of the decision to invest that much money, but BMW believes that mobile apps will become an increasingly attractive selling point for customers of its BMWi electric and hybrid cars. Although the future of cars sharing information with other nearby cars is still years away, automakers are excited by the possibilities afforded by smart software and apps.

- (a) How is software adding value to automakers' products? (7)
- (b) How are the automakers benefiting from software-enhanced cars? How are customers benefiting? (8)

information was available on each screen of the interface, so Ford moved the most commonly used features to more prominent positions on screen and increased their font size, relegating the rest to submenus. Feedback has been positive. Ford has also asked dealers to dedicate more time and personnel to hands-on technology training to help customers master its interface.

GM, Daimler, and other companies are all developing new features for their cars that operate online in the cloud. Users will be able to remotely track their cars (you'll never forget where you parked again) and diagnose problems with the car, like low tire pressure or the need for an oil change. Corporations will be able to track employee use of company cars by interpreting car sensors and engine readouts. Manufacturers will be able to aggregate and analyze the data from customers' cars to identify quality problems and, if necessary, quickly issue recalls. Just as with apps, the possibilities are limited only by the imagination of automakers.

GM will allow its app developers to access its computer systems to improve app function, which

- (b) What is the role of information systems in helping people working in a group make decisions more efficiently? (7)

OR

- (c) Describe GDSS. Explain the role of GDSS in decision making process. (7)
- (d) Briefly explain about Expert systems. (8)

4. (a) What are the issues and technical alternatives to be considered when developing international information systems? (7)
- (b) What are the most important tools and technologies for safeguarding information resources? (8)

OR

- (c) How have information systems affected everyday life? (7)
- (d) What ethical, social, and political issues are raised by information systems? (8)

5. Read the following case study and answer the questions that follow :