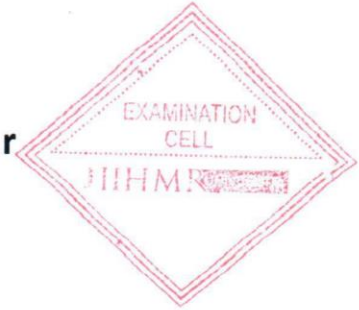


IIHMR UNIVERSITY
The IIHMR University, Jaipur
School of Pharmaceutical Management
MBA Pharmaceutical Management
Batch 07th (2015-2017)
Management Information System
Term Examination



Time-3 Hours

Max.Marks-70

Question 1 Write short notes on any six of the following – (Not more than 100 words) 30 Marks

1. Executive Support System
2. Systems approach to problem solving
3. Enterprise Resource Planning
4. System Information flow
5. Office Automation System
6. Customer Relationship Management
7. Knowledge Management
8. Transaction processing system

Question 2 From the case studies that you have read answer the following – 20 Marks

1. Give two examples of knowledge work stations.
2. What is RFID?
3. Give an example of decision support system
4. Give an example of Transaction processing system.
5. Give an example of ESS
6. What is PDQ?
7. What is CPFR?
8. What is Cross Docking?
9. Give the names of two companies which provide ERP solutions.
10. Give full form of RARS.

Question – 3 Read the case and answer the question below

When Greyhound was the market leader and millions of people rode the buses, there was little need for a comprehensive information system. The company set basic schedules and sold tickets at the station. If demand was high, the company simply added more buses and drivers. If buses ran half-empty, it did not matter, because margins were high enough to cover the costs. With tight margins and a push for efficiency, Greyhound managers needed better data. Existing ridership data was often months old; the company needed a system to track ridership, plan

schedules, and identify where it was necessary to cut prices to compete. Management also wanted to be able to sell tickets in advance, enabling customers to reserve seats. Elements of the proposed system were similar to the issues faced by the airline reservation systems. In some ways, the Greyhound system would be simpler, because reservations and tickets would be sold only through existing terminals, or through a toll-free phone number. The airline reservation systems provide additional support to travel agents. On the other hand, a bus trip is considerably different from an airline flight. An airline passenger traveling coast-to-coast might make one stop. A coast-to-coast bus trip would probably make 10 or more stops. Each leg of the trip would carry slightly different travelers, as some got on and off at intermediate destinations. Greyhound systems analysts estimated they would have to handle as many as 1800 vehicle stops a day, more than 10 times as many as an airline system. Greyhound management assigned about 40 full-time people to develop the new Trips reservation system. They were given a \$6 million budget and slightly over a year to develop the system. Systemwide rollout was planned for the summer of 1993. Thomas Thompson, senior vice-president for network planning and operations, notes that "Every bone in my body knew that we were starting a very difficult undertaking."

The base software for Trips was written by an outside firm. The system was a nightmare. It required 40 hours of training for station clerks. Even then, the screens were cluttered and disorganized, often requiring several screens and options to book a simple ticket. The system also did not include all of the Greyhound destinations, so clerks often had to resort to the old log books to write tickets. Greyhound tested the system in Houston, Dallas, San Antonio, and Austin during the 1992 Christmas season. The system crashed repeatedly, and it took twice as long to issue a ticket with Trips as it did manually. In an executive meeting in February 1993, Thompson suggested that the system needed to be redesigned from scratch. He also suggested that the planned summer 1993 implementation be delayed. But Doyle reportedly ruled out any discussion of delays, declaring that "We made these commitments, and, by God, we're going to live up to them." Thompson now believes that he should have pressed harder for a delay or that he should have quit the company. Instead, he kept on, and all notes and references to his comments were destroyed. Doyle denies that he destroyed documents or fought against the decision, claiming that the designer team made the decision to continue. In April 1993, Greyhound executives made public promises that the reservation system would be operational by the summer. They also filed with the SEC for a public offering of an additional 4 million shares of stock. The prospectus promised that the Trips system would make it easier to purchase tickets, reserve space and improve customer service. An unnamed executive commented on the internal climate, noting that "My clear impression was that as long as we could have some form of reservation system—as long as we could just book one reservation somewhere—then by some means, we would be living up to our obligations."

Question - What were the problems faced by the Greyhound Bus Service? Use MIS tools to suggest a solution for the company's problem.

20 Marks

