

Master of Business Administration
Pharmaceutical Management
Batch-08th (2016-2018) Second Year

Management Information System

Term Examination

Time - 3 Hour

MM-70

The question paper contains 2 printed page.

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

1. Difference between information and data
2. Systems approach to problem solving
3. Enterprise Resource Planning
4. Knowledge Work Stations
5. Office Automation System
6. Customer Relationship Management
7. Executive Information System
8. Transaction processing system

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

1. Give two examples of Office Automation System.
2. What is Bar Code Technology?
3. Give an example of Executive Information system
4. Give an example of Transaction processing system.
5. Explain why information systems are so essential for a pharma lab.
6. What is Pretty Darn Quick?
7. With an example, explain, CPFR.
8. What is Cross Docking?
9. What is the role of MIS in HR Management in an organisation?
10. Role of MIS in supply chain system.

Question – 3 Read the case and answer the question below

(20 Marks)

Emerging as an American multinational E commerce co. Amazon has turned out to be leading online retailer co and offering cloud computing services. Two technologies driving the growth of Amazon has been the integration of Customer relationship management and Information management to the overall business strategy. Linux has been a core strength behind the technology of Amazon, the IT infrastructure of the organization has been built in such a way that could handle more than millions

of operations and also handles queries and issue of more than half of the volume of sellers. The company has been exposed to threats of storing and securing the credit cards and debit cards information of more than 1000's of customers a day (jordon, 2008). The company uses the customer relationship management module under enterprise resources management to store personalized information and purchasing trends of its customers which is integrated with the marketing and advertising campaigns of the organization.

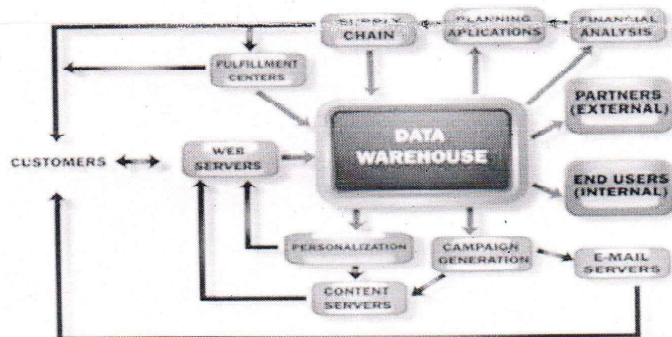


Figure 1 Source: (Ellis, 2011). The E-commerce book: building the E-empire p: 45

Figure 1 Source: (Ellis, 2011), The E-commerce book: building the E-empire p: 45

The sales strategy of Amazon has been very unique that reflects its MIS. The operations of the company have made a transition from a single level sales strategy to that of multi level e commerce strategy. The initial growth of the organization was favoured by business to consumer models of selling and business to business mode of operations. The recent development in the E commerce population has enhanced the interactions between the consumer and the business thus forcing Amazon to give more priority and customization to its IT to value and respect reviews of the customers as a part of their business operations (jordon, 2008). The exclusion of the retailers has been the signs of growth in Amazon as it allows the customers to sell and buy the products using Amazon as a platform. The business model of Amazon reflects the management information systems. Browsing, management of accounts and the final step involves shopping. Unique MIS and technology play a crucial role in each one of these stages that is discussed below. Elastic cloud computing has been yet another vibrant web service offered by Amazon.

Construct a framework of information systems at all the six levels for Amazon for the Sales and marketing division, based on the case study.

