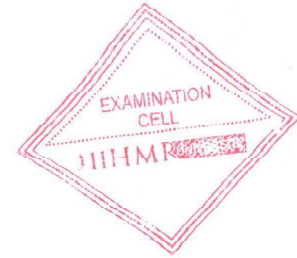


LIHMR UNIVERSITY
School of Pharmaceutical Management
MBA Pharmaceutical Management
Batch-09 (2017-2019) – 2 Year
Management Information System



Term Examination

Time - 3 Hour

MM-70

The question paper contains one printed page. Attempt all questions.

Q. 1. Read the Case below to answer the underlying questions (30)

A global pharma company was wasting millions of dollars annually on unused clinical supplies—about half of all supplies the company ordered each year went unused. The problem was caused by a combination of factors: poor forecasting, an inability to track consumption, lack of standardization in packaging and labelling, and inefficient shipments by suppliers. The company's Lean program focused on improving clinical supplies management and eliminating excess inventory throughout the site network. Better forecasting tools have improved the ability to predict actual enrolment at each site, and new metrics that measure forecast accuracy keep the focus on improving performance. To further cut costs, the company standardized packaging and labelling, and consolidated shipments from suppliers. Finally, a new IT system allows people to see how much inventory is actually in stock before ordering new supplies. The company's Lean efforts in this area deliver more than \$20 million in annual savings.

- a) Describe the advantage/disadvantage of implementing MIS over traditional system
- b) Describe the process of creating MIS for the given context.
- c) State the deliverables which can be expected from the given MIS system.

Q.2. Write short notes on any six of the following – (Not more than 100 words) (24)

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

Q.3. From the case studies that you have read answer the following – (16)

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 Cross Docking?
8. Give the names of two companies which provide ERP solutions.