

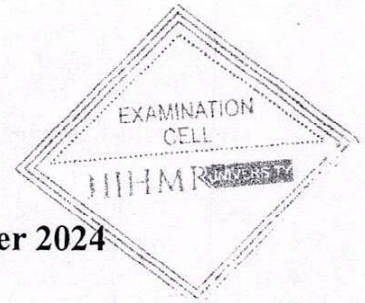


School of Pharmaceutical Management

MBA Pharmaceutical Management

Batch-15th (2023-2025)

Second Year, Term 4 End Term Examination, November 2024



PHRM-709 Management Information System

Time - 3 Hour

Maximum Marks: 50 (Minimum Marks: 20)

Instructions to students:

- This question paper contains 02 printed pages.
- Don't write anything on the Question Paper except writing your Enrolment No.

Part A

(Maximum Marks: 5)

Q1. Choose the correct option for the following (1 mark each):

- (a). Which of the following is a key role of information systems in organizations?
 - (i) Only for transaction processing
 - (ii) Decision-making support
 - (iii) Primarily for data storage
 - (iv) Limited to data input
- (b). In the Systems Approach to problem-solving, what is the first step?
 - (i) Implementation of solution
 - (ii) Developing a solution
 - (iii) Understanding the problem
 - (iv) Evaluating the outcomes
- (c). Which type of information system is primarily used for day-to-day transactions in an organization?
 - (i) Decision Support System
 - (ii) Transaction Processing System
 - (iii) Executive Information System
 - (iv) Management Information System
- (d). ERP systems primarily aim to:
 - (i) Store isolated data
 - (ii) Integrate data across functions
 - (iii) Only provide accounting data
 - (iv) Improve only inventory management
- (e). Which of the following software categories best describes CRM applications?
 - (i) Transaction Processing System
 - (ii) Human Resource Information System
 - (iii) Supplier Relationship Management
 - (iv) Customer Relationship Management

Part B**(Maximum Marks: 15)****Answer the following questions (5 mark each):**

- Q2. Briefly explain the different types of information systems and how they contribute to an organization's operational, managerial, and strategic goals.
- Q3. Explain how Enterprise Resource Planning (ERP) systems streamline information across various departments. Provide examples of benefits that ERP systems bring to organizations.
- Q4. Explain the concept of "Systems Approach" in problem-solving. How does this approach help in developing and implementing effective solutions in Information Systems projects?

Part C**(Maximum Marks: 30)****Answer the following questions in detail (10 marks each).**

- Q5. Define the concept of Information Systems and discuss the contemporary approaches used in Information Systems. Explain the significance of information systems in transforming businesses into digital firms, providing specific examples of how technology has enabled new opportunities for digital transformation in business operations.
- Q6. Compare and contrast various types of decision-support information systems, including Management Information Systems (MIS), Decision Support Systems (DSS), and Executive Information Systems (EIS). For each system type, explain the type of data processed, the decision-making level it supports, and how it contributes to organizational synergy. Illustrate with examples from functional departments (e.g., marketing, manufacturing) on how these systems improve operational efficiency and enhance strategic decision-making.
- Q7. A company wants to implement a Customer Relationship Management (CRM) system to improve its interactions with clients and manage customer data more effectively. Outline a systems approach to problem-solving for the CRM implementation, starting from understanding the problem to implementing the solution. Explain how each step in the approach (problem identification, solution development, and solution implementation) can help ensure the success of the CRM project. Discuss the types of CRM applications and how CRM contributes to improved decision-making and customer satisfaction.

