

M.B.A. DEGREE EXAMINATIONS: NOVEMBER 2009

Second Trimester

P07BA205: MANAGEMENT INFORMATION SYSTEMS**Time: Three Hours****Maximum Marks: 100****Answer ALL the Questions:-****PART A (1 x 20 = 20 Marks)****1. Case Study:-****Wal-Mart, the Business Value of AI**

Some managers still think that artificial intelligence – the decades-long effort to create computer systems with humanlike smarts – has been a big flop. But executives at many companies know better. Artificial intelligence (AI) is often a crucial ingredient in their stellar performance. In fact, AI is now a part of the technology of many industries. AI software helps engineers create better jet engines. In factories, it boosts productivity by monitoring equipment and signaling when preventive maintenance is needed. And in the pharmaceutical sector, it is used to gain new insights into the tremendous amount of data in the human genome.

The finance industry is a real veteran in such technology. Banks, brokerages, and insurance companies have been relying in various AI tools for two decades. One variety, called a neural network, has become the standard for detecting credit-card fraud: Since 1992, neural nets have slashed such incidents by 70 percent or more.

Like banks, retailers collect huge amounts of data. WalMart Stores Inc., for instance, harnesses AI to transform that raw data into useful information. WalMart conciliates point – of sales details from 3, 000 stores. Data mining systems sift instantly to uncover patterns and relationships that would elude an army of human searchers. Data – mining software typically includes neural nets, statistical analysis, and so called expert system with if-then rules that micie the logical of human experts. The results enable WalMart to predict sales of every product at each store with uncanny accuracy, translating into huge savings in inventories and maximum payoff from promotional spending.

Questions:

- a. What are some of the benefits and limitations of business intelligence in WalMart?
- b. Why have banks and other financial institution been leading users of AI technologies like neural networks? What are the benefits and limitations of this technology?

PART B (10 x 2 = 20 Marks)**Brief on the following:-**

2. Information Systems.
3. Transaction Processing Systems (TPS).

4. Knowledge Management Systems (KMS).
5. E Commerce.
6. Database Management Systems (DBMS).
7. Grid Computing.
8. Artificial Intelligence.
9. Systems Development Lifecycle (SDLC).
10. Malware.
11. Hackers.

PART C (4 x 15 = 60 Marks)

12. (a) "Information technology is not just a technology but a Business Strategy" – Validate.
(OR)
(b) Different Information systems serve different purposes in organizations – Elaborate various types of information systems and the business functions they support.
13. (a) Discuss in detail the role of Internet in Electronic Business quoting any digital firm example.
(OR)
(b) Setting up Information Technology infrastructure requires many components to be coordinated. Discuss.
14. (a) Discuss in detail the support rendered by specific information systems in Decision making at various levels of an organization.
(OR)
(b) Elucidate the strategic advantages that a bank can acquire by the use of Information Technology at all levels of its operations.
15. (a) Discuss the role of Knowledge Management Systems in building a learning organization.
(OR)
(b) As an Information Systems Manager what would be the various issues concerning system security you would encounter. How would you go about addressing those security issues.
