



Plot No. 2, Knowledge Park-III, Greater Noida (U.P.) - 201306

**POST GRADUATE DIPLOMA IN MANAGEMENT (2018-20)**  
**MID TERM EXAMINATIONS, TERM-II**

Paper Name- **Information Systems Management**  
 (Paper Code)- **PG12**

Time: **01.30 hrs**  
 Max Marks: **20**

**Note:**

1. **Writing anything except Roll Number on question paper will be deemed as an act of indulging in unfair means and action shall be taken as per rules.**
2. **All questions are compulsory in Section A, B & C. Section A carries 01 Case Study with 2 questions of 4 marks each. Section B carries 3 questions of 2 marks each and Section C carries 2 questions of 3 marks each.**

**Section A**

**[8 Marks]**

**Q1. Case Study- Information Systems at Associated Plasmatron Pvt. Ltd**

Associated Plasmatron Pvt. Ltd is a Mumbai-based, company, specializing in chemical coating products. The company has two manufacturing units that are always busy and engaged to their full capacity utilization. The company has implemented integrated software solutions to take care of the business processes of purchase order processing, sales order processing, inventory management, production planning, manufacturing processes, material management, and financial accounting. The Company has an e-commerce portal, which is capable of receiving orders online.

The orders are processed instantly and a confirmation is generated and sent to the customer. The system sends intimations to the logistics, manufacturing planning, and purchase departments for receipt of the said order. The production planning department then schedules the order for production and sends the material requirement plan to the purchase department and warehouse. The production manager can check the availability of raw material on his computer system and request the manager to replenish stock shortages. The job is put for actual production as per the schedule and the online e-commerce site is updated with real time data. The customer can see the status of his order by simply logging onto the site. As the product is ready, the intimation is sent automatically to the logistics manager and the sales head. The sales manager then makes a dispatch advice, is sent through the integrated application suite to the warehouse and the finance department. The finance manager generates the invoice and the details are sent to actual shipment of the goods. As the shipment begins, the customer receives an electronic mail to the effect and collects his goods from the transporters delivery office.

Amit Kudva, the CEO of the company, is able to access summary reports that present a graphical display of data representing the business operations of the company. The managers of the company access reports periodical, exceptional, or on demand basis. The data over on a customers and suppliers are able to access their the extranet that Plasmatron has established

- a) **Based on above Case Study, Identify the various types of information being used by Associated Plasmatron.**
- b) **Discuss competitive advantages gains by the organizations at different managerial levels by using Information systems.**

### **Section B**

[2 × 3 = 6 Marks]

**Q.2.** Discuss the following information systems application with their business application

- A. Process Control Systems**
- B. Enterprise Collaboration Systems**

**Q.3.** Explain the business applications of the following software:

- A. Oracle 11g**
- B. BEA WebLogic**

**Q.4.** What have been the major causes and trends in the failure of ERP Systems in organizations? Illustrate with business examples.

### **Section C**

[3 × 2=6 Marks]

**Q.5.** Assume that you are going to start your own business venture in the segment of Material Procurement Solutions. What steps will you follow to build your own database?

**Q.6.** Explain the functions of Customer Relationship Information Management Systems and how it helps in sales and marketing functions? Illustrate with suitable examples.