

Register No.: ..... Name.: .....

## SAINTGITS COLLEGE OF ENGINEERING (AUTONOMOUS)

(AFFILIATED TO APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY, THIRUVANANTHAPURAM)

**FIRST SEMESTER MBA / MBA (Logistics and Supply Chain Management)**

**DEGREE EXAMINATION (R), DECEMBER 2023**

**(2021 Scheme)**

**Course Code : 21MBA109/23MBL109**

**Course Name: Information Systems for Managers**

**Max. Marks : 60**

**Duration: 3 Hours**

### PART A

***(Answer all questions. Each question carries 2 marks)***

1. Explain how Information Technology can be used to create strategic advantage for an organization.
2. Define data warehouse with example?
3. Distinguish between Augmented Reality and Virtual Reality.
4. How you define OLAP? What is the use of OLAP?
5. List the four major categories of cybercrimes?

### PART B

***(Answer any 3 questions. Each question carries 10 marks)***

6. Discuss the major types of information system with examples from real world.
7. a) Examine the advantages of data mining (5 Marks)  
b) Explain the types of communication (5 Marks)
8. Define business process reengineering? How is it different from incrementally improving a process?
9. Analyze the challenges of implementing an ERP system in a small and medium enterprise?
10. a) Identify the challenges hindering widescale implementation of Block-chain technology. (5 Marks)  
b) Analyze the ethical responsibility of business professionals. (5 Marks)

### PART C

***(Compulsory question, the question carries 20 marks)***

11. A waiter takes an order at a table, and then enters it online via one of the six terminals located in the restaurant dining room. The order is routed to a printer in the appropriate preparation area: the cold item printer if it is a salad, the hot-item printer if it is a hot sandwich or the bar printer if it is a drink. A customer's meal check-listing (bill) the items ordered and the respective prices are automatically generated. This ordering system eliminates the old three-carbon-copy guest check system as well as any problems caused by a waiter's handwriting. When the kitchen runs out of a food item, the cooks send out an

'out of stock' message, which will be displayed on the dining room terminals when waiters try to order that item. This gives the waiters faster feedback, enabling them to give better service to the customers. Other system features aid management in the planning and control of their restaurant business. The system provides up-to-the-minute information on the food items ordered and breaks out percentages showing sales of each item versus total sales. This helps management plan menus according to customers' tastes. The system also compares the weekly sales totals versus food costs, allowing planning for tighter cost controls. In addition, whenever an order is voided, the reasons for the void are keyed in. This may help later in management decisions, especially if the voids consistently related to food or service. Acceptance of the system by the users is exceptionally high since the waiters and waitresses were involved in the selection and design process. All potential users were asked to give their impressions and ideas about the various systems available before one was chosen.

- a) Discuss the ways in which the new Information System can improve the decision-making process and profitability of the restaurant      Marks (10)
- b) Evaluate the potential drawbacks of not considering the opinion of employees while designing an Information Systems      Marks (5)
- c) Examine the ways in which Information Systems can support creating a seamless experience for the customers visiting the restaurant      Marks (5)

\*\*\*\*\*