MBA
THEORY EXAMINATION (SEM–II) 2016-17
BUSINESS COMMUNICATION AND MANAGEMENT INFORMATION SYSTEM

Time : 3 Hours   *Max. Marks : 100*

Note : Be precise in your answer.

Section A

1.   **Attempt all questions of the following**   **(10x2=20)**

   a. Define Communication?
   b. What is communication to inform?
   c. What is a difference in advise and suggestion?
   d. What do you understand by clarity in communication?
   e. Is data and information interchangeable?
   f. Explain Fuzzy Logic?
   g. What is a Business Process?
   h. What is Extranet?
   i. Explain What if analysis?
   j. What are the various symbols used in preparing a Data Flow Diagram (DFD)?

Section – B

2.   **Attempt any five of the following**   **(5x10=50)**
   a. "Communication skills help in getting results from the subordinates". Explain the statement with the help of an example?
   b. How important is the role of communication in business?
   c. Discuss the layout of a business letter? Draft a sales letter.
   d. Define Decision support system? How it is different from Executive support system?
   e. What do you understand by Artificial Intelligence? Explain Neural Network?
   f. "Internet has changed the way management performs its function". Explain the statement with a suitable example?
   g. Explain system development life cycle and its various steps?
   h. What is data mining? Explain with example?

Section –C

Read the following case and answer the questions given at the end of the case

        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.

Attempt any two the following Questions: (2x15=30)

3. In the light of the system, describe the decisions to be made in the area of strategic planning, managerial control and operational control? What information would you require to make such decisions?

4. What would make the system a more complete MIS rather than just doing transaction processing?

5. Explain the probable effects that making the system more formal would have on the customers and the management.