

K.J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH

MIM (2018-21) III Semester

Design and Management of Information Systems

Date 21/11/2019

Marks: 50

Duration: 3 hours

NOTE:

1. Section 1 is compulsory (20 marks)
2. Attempt any FOUR questions from Section 2 (each question carries 5 marks)
3. Attempt any TWO questions from Section 3 (each question carries 5 marks)

Section 1: – 20 Marks

Case study on Reebok and Adidas (attached to this question paper)

Section 2: - 20 Marks

1. Why do you think the investments in IT do not always produce positive results?
2. What are the dimensions of knowledge? List the type of KMS
3. Explain TPS, DSS and ESS
4. What are the benefits of Enterprise Resource Planning software?
5. Enlighten me with the Business Value Chain model and its primary and support activities
6. What are complementary assets? List and explain all such assets.

Section 3: - 10 Marks

1. What is Business – IT Disconnect. Share the impact of such a disconnect.
2. Which strategies can you consider to adopt BI and BA capabilities for your organization?
3. How do you re-design a Business process? List and explain the 5 steps in it.
4. What kinds of structural organization change does IT enable? Explain them.