ANS.1:SYSTEM: A system is a group of elements that are integrated with the common purpose of achieving an objective.A system is a group of interacting or interrelated entities that form a unified whole. A system is described by its spatial and temporal boundaries, surrounded and influenced by its environment, described by its structure and purpose and expressed in its functioning.a regularly interacting or interdependent group of items forming a unified whole : such as. How to use system in a sentence. Synonym

EXAMPLE: embedded system: These Embedded Systems Examples belong to real life appliances and devices, which we use in our daily routine. I hope you already have the idea of embedded systems but if you don't then you can find the introduction to embedded systems in my previous article What is Embedded System? And also you can go through What is Embedded Computer? I have also shared few Embedded Systems Examples in this article. My article on 8 things for learning embedded system programming can help you in getting starting with your Embedded Systems Project.

COMPONENTS OF SYSTEM:Following are the important components of the system.

• Input elements

 Raw Data input to the computer system

• Process

Computation, analysis, application of any model

• Output elements

 Results of computation or analysis

• Control mechanism

 Comparison of actual with expected

• Feedback system

 Corrective action

Open-Loop System:

The determinant factor is in an open loop system is that the information from the system not used for

control purpose. This is done by using the output to generate feed back for control purposes.

• The output is not coupled to the input for measurement.

• Hence the components of open loop system do not include control and feedback mechanism due to

Closed Loop System:

• Is a system where part of the output is fed back to the system to initiate control to change

Either the activities of the system or input of the system

• Has the ability to control the output due to existence of

• Control Mechanism

• Feedback System

• Objectives

Open Systems:

• A system that is connected to its environment by means of resource flows is called an open system.

• The environment exerts influence on the system and the system also influences the environment

Closed Systems:

• A system that is not connected with its environment

• Neither environment exerts any influence on the system nor does system influence the en

ANS2:MANAGEMNET INFORMATION SYSTEM:MIRS makes information available to relevant users by producing pre-determined and pre-designed

reports required by the management. Management information system helps middle level management

planning, controlling and decision making. The data stored can be used or manipulated to produce

differently defined reports from pre-defined reports. It can be presented graphically or pictorially. The

reports generated by the MIS are used for analytical decision making by the management. The

application software can construct projections, build scenarios, do what if analysis to enable better

decission making. A management information system is an information system used for decision-making, and for the coordination, control, analysis, and visualization of information in an organization. The study of the management information systems involves people, processes and technology in an organizational context.

inverment.

EXAMPLE:

stratigic planning process uses both internal and extrnal source of information in a dynamic and changing business envernamint information is geared towards helping an organization to use stratigic planning.

Improved Decision-Making:

The purpose of an MIS is improved decision-making, by providing up-to-date, accurate data on a variety of organizational assets, including:

* Financials
* Inventory
* Personnel
* Project timelines
* Manufacturing
* Real estate
* Marketing
* Raw materials
* R&D

The MIS collects the data, stores it, and makes it accessible to managers who want to analyze the data by running reports.

Central Information System:

The goal of an MIS is to be able to correlate multiple data points in order to strategize ways to improve operations. For example, being able to compare sales this month to sales a year ago by looking at staffing levels may point to ways to boost revenue. Or being able to compare marketing expenditures by geographic location and link them to sales can also improve decision-making. But the only way this level of analysis is possible is due to data that is compiled through an MIS.

ANS3::MARKITING INFORMATION SYSTEM:

 Identification of customers for firm‘s products and services.

 Development of those products and services to meet customers’ needs

 Promotion of the products and services, and

 Provision of after sale customer support The Marketing Information System refers to the systematic collection, analysis, interpretation, storage and dissemination of the market information, from both the internal and external sources, to the marketers on a regular, continuous basis .The marketing information system distributes the relevant information to the marketers who can make the efficient decisions related to the marketing operations viz. Pricing, packaging, new product development, distribution, media, promotion, etc.

Every marketing operation works in unison with the conditions prevailing both inside and outside the organization, and, therefore, there are several sources ( viz. Internal, Marketing Intelligence, Marketing Research) through which the relevant information about the market can be obtained.

COMPONENS OF MARKERING INFORMATION SYSTEM:

Internal Records: The Company can collect information through its internal records comprising of sales data, customer database, product database, financial data, operations data, etc. The detailed explanation of the internal sources of data is given below:

The information can be collected from the documents such as invoices, transmit copies, billing documents prepared by the firms once they receive the order for the goods and services from the customers, dealers or the sales representatives.The information can be collected from the documents such as invoices, transmit copies, billing documents prepared by the firms once they receive the order for the goods and services from the customers, dealers or the sales representatives.

The current sales data should be maintained on a regular basis that serves as an aide to a the Marketing Information System. The reports on current sales and the inventory levels help the management to decide on its objectives, and the marketers can make use of this information to design their future sales strategy

TYPES OF MARKETING INFORMATION SYSTEM: Every information system is designed to capture some sort of information. Information requirements need

to be defined before the systems are made. While designing marketing information system, following types

of information should be designed.

• Marketing Intelligence – information flowing from environment into the environment

• Internal Information – gathered within the firm

• Marketing Communication – Info flowing from firm to external environment

 An MKIS help in proper management and dissemination of all three kinds of information.

**Q.4**

Why Decision Making is an important factor to run an organization. Explain your answer with the help of a proper example.

Ans: Introduction and Definition of Decision Making:

A decision is the conclusion of a process by which one chooses between two or more available alternative courses of action for the purpose of attaining a goal(s). The process is called decision making. Managerial decision making is synonymous with the whole process of management.

To illustrate the idea, let us examine the important managerial function of planning. Planning involves a series of decisions such as what should be done? When? How? Where? By Whom? Hence planning implies decision making.

Importance of Decision Making:

Throughout the business cycle, it is required to supply, financial, technical or other information as an input to help making decisions at higher management levels, for achieving maximum return on the assets of the business enterprise. Decisions are usually made to attain the objectives of the business. In business, whether the enterprise is big or small, changes in condition occur, shifts in personnel take place, unforeseen contingencies arise.

Moreover, just to get wheels started and to keep them moving, decisions must be made. Every aspect of management functions, such as planning, organizing, and control is determined by decisions, the result of which is the performance in the organization. Decision making is vital to all management activities. It helps set definite objectives, prepare plans of action, determine organizational structure, motivate personnel and introduce innovations.

 Decision Making and Problem Solving:

 A major premise of management science is decision making, regardless of the situation involved, which can be considered as a general process, consisting of the steps:

(1) Defining the problem,

(2) Searching for alternative courses of action,

(3) Evaluating the alternatives, and

 (4) Selecting one alternative. 