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Final term exam paper

INFORMATION SYSTEM AND DATA PROCESSING

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Question .1 :What are systems? Explain in detail. Take a daily life example of system (any organization or company) and explain its component one by one in detail.

Answer :

System :

A **system** is a collection(group of things or people) of elements or components that are organized for a common purpose. The word sometimes describes the organization or plan itself and is similar in meaning to method, as in "I have my own little system" and sometimes describes the parts in the system (as in "computer system").

System component :

A **system component** is a process, program, utility, or another part of a computer operating system that helps to manage different areas (parts) of the computer. Not to be confused with a hardware component, a system component is similar to a computer program, but is not something an end user directly interact with when using a computer system.There are multiple (One +) system components at work in a computer operating system, each system serving a specific function. Together, they allow the operating system and computer to function correctly and efficiently.

I . Process management :

The process management component is tasked with managing the many process that are running on the operating system. Software programs each have one or more process associated with them when they are running. For example, when you

use an Internet browser, there is a process running for that browser(searching use Google) program. The operating system also has many processes associated with it, each performing a different system function.

II. Memory management :

The memory management component, also sometimes called main memory management or primary memory management, handles primary memory,or RAM. When programs are running, including the (operating system), those programs store data in RAM for quick access at any time. Memory management monitors and manages the memory and knows which blocks of memory are in use, which programs are using memory, and which memory blocks (memory) are available to be used.

III. File management :

The file management component manages anything to do with computer (system) files. When a file is created, file management is involved in the creation of the file, including where it is stored on a storage device. When a file is modified, file management helps with the modification of the file. File management helps with deleting files and freeing up the space for another file to be stored there at a later time.

IV. Secondary storage management :

The secondary storage management component works with storage devices, like a hard drive, USB flash drive, DVD drive, or floppy disk drive. While the file management component takes care of the actual files on the storage device, the (secondary storage management) component manages the storage device itself. It

manages the available space, or free space, on the storage device and allocating space for new files to be stored there.

V. Access management

The access management component is tasked with managing user access to data transfer on a computer. User accounts provide each user with specific access to software, files, and functional in an operating system. The ability to install a software program is controlled by access management.

VI. System resource management

The system resource management component is responsible for managing (handle) the allocation of system resources, like memory and CPU time. When programs are running, they require the use of memory or CPU time to function properly. System resource management determines how much memory and CPU time that program is allowed to use at any given time the system.

For example, a business is a system made up of methods, procedures, and routines.The first step in solving a problem that involves a system is analyzing that system. This involves breaking it down into the parts that make it up, and seeing how those parts work together. Sometimes figuring out how a system works can involve turning off parts of the system and seeing what happens, or changing parts of the system and seeing what the result is. If you change what goes into a system, how does it change what comes out? Basically, systems analysis involves techniques that allow you to understand how a system works.

End of the Question 1

Question .2

What is Management information system? Take an example of MIS of any organization and elaborate in your own words.

Answer :

Management information system :

A management information system (MIS) is a computer system consisting of hardware and software that serves as the backbone (the chief support of a system or organization) of an organization operations. An management information system MIS gathers data from multiple online systems, analyzes the information, and reports data to aid in management decision-making.The purpose of an MIS is improved decision-making, by providing up-to-date, accurate data on a variety of organizational assets .A MIS collects the data stores it, and makes it accessible to managers who want to analyze the data by running reports.

Example (MIS) :

Generally example is defined, an MIS is any system that supports a firm, from make a complete list (inventory) management software (retail), client relationship managers (donor development for non-profits), and a few others.

So far in my career, the systems I have spent most work in were inventory (make a complete list) management (staples) , OfficeMate “when working in the eye care in industry”, and SIMS (School Information Management Systems).

Each system’s main utility was their ability to report. These were systems that I either used, or operated as a development tester.

Staples and most chain retail use an inventory (make a complete list)system that tracks in real-time how much product a store has available, and places auto-orders when reaches a certain threshold.

OfficeMate is charting software that keeps patient history and previous Rx/Dx notes for purposes of medical industry history.

SIMS, these are the systems by which educational institutions can track school records, whether it be transcripts, report cards, discipline, vaccinations,books , etc.

End of the Question 2

Question 3

Explain Marketing Information system and its types in detail. Note: You should make your answer understandable by taking a proper example.

Answer :

Marketing Information System :

A **marketing information system (MkIS)** is a software program that provides information about marketing information research. It allows users to compile and analyzing data in a very easy, organized fashion. (MkIS) systems are also effective tools that help users make decision about consumer behavior and the marketing mix, including products and how they are placed, priced, and promoted. The more developed to a high degree of complexity (sophisticated) the management information system, the more information it can provide.

Types of Marketing Information System :

Mainly 3 types of marketing information systems are available that marketing decision-makers use to have valuable insights for wise marketing decisions:

Internal Data-Based MIS

Marketing Research

Competitive Intelligence.

Internal data-based marketing information system :

Internal data includes information related to current customers and prospective (likely to happen at a future) customers of an organization that is part of its internal operating system. **For example,** the marketing department of an organization keeps track of the interest of prospective customers as well as the leads generated from them. The information can be target market segmentation like gender, age, buying habits, geographic area, etc. Other information , visitors of website, web traffic or customer involvement activities, etc. are also considered as useful internal data.

Competitive Intelligence :

The type of marketing information system is competitive intelligence that is used to closed competitors, their marketing strategies, and competitive market statistic. Competitive intelligence is considered as a system process related to collecting, observing, and analyzing information of the business environment that is external to an organization.Different types of CI include:

- **Information related to the product:** This includes the information regarding the various products of competitors that compete with an organizations' products in terms of " , quality, quantity delivery of products, features ", etc.

- **Market share related information:** This includes information related to the competitors that are selling most products the an organization's target market, changes in market share, organizations that are market leaders, etc.

For example, different airlines like **Jet Airways, Spice Jet, Indigo,** etc. use competitive intelligence to remain in a competitive market. These companies keep on changing prices of flight tickets as per the external information of prices of other airline tickets competitors.

Marketing Research :

A systematic process of identifying different marketing opportunities is known as marketing researching. Also, it includes solving marketing problems by customer data that are capture through the analysis of marketing information.Marketing information is useful for both purposes i.e. identifying reasons for any problem and to collect the necessary information required for researching -related queries. It consists of different technique for collecting and analyzing information. Both primary and secondary researching methods can be utilized for marketing research. For more accurate results and solutions, market researching may use internal data and competitive intelligence.

Example (MKIS) :

Google Analytic is a example of a marketing information system (MKIS). Once set up it gathers data on traffic to your website and then provides the information in ways that are easier to divert. Most platforms "social media sites like Facebook, Linked In and Instagram and advertising options like Google Ad words" provide information on usage so these are also include examples of marketing information

systems. However, unlike Google Analytic their primary organization purpose is for spread knowledge of a particular problem or cause (raising awareness) and not reporting.

End of the Question 3

Question .4

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

Answer:

A **decision-maker** is one of the key factors affecting operations management and development of the whole company and it determines whether the leadership will fail or succeed. Also, it directly affects the relationships between leaders and workers.

It Helps You With the Big Decision**s**

Often, as a leader within a business, big decisions that could potentially impact the health of organization need to be made. These hard decisions can affect the lives

of multiple employees, not to mention your own job security. Nonetheless, a choice needs to be made by organization.

For example, the decisions made by Accountant person and consulting firms for Industry ultimately resulted in a $90 billion loss for investors, thousands of employees without jobs, and the loss of all employee retirement funds cash. But Shah mehmood, a former Enron employee and now-famous person, uncovered the accounting problems and tried to enact change. Similarly, the decision made by firms to trade in mortgage-backed securities is having negative consequences for the entire economy in the Pakistan. All parties involved in such outcomes made a decision, and everyone is now living with the consequences of those decisions.

End of the Paper