



FINAL TERM

Submitted By:

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BS (SE)

Subject :

Information system and data processing

Question1 : 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.

ANS: A system is a collection 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.

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\ program. The operating system also has many processes associated with it, each performing a different system function.

Memory management : The memory management component, also sometimes called main memory management or primary memory management, handles primary memory, or RAM. . 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.

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.

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

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.

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.

Question2 : What is Management information system? Take an example of MIS of any organization and elaborate in your own words.

ANS: A management information system (MIS) is a computer system consisting of hardware and software that serves as the backbone of an organization's operations. An MIS gathers data from multiple online systems, analyzes the information, and reports data to aid in management decision-making. An MIS is a system designed to manage information within a company or organization. This includes employees, departments, projects, clients, finances, and other types of data. At its most general level, an MIS may include non-computer based elements, such as the structural hierarchy of an organization. However, in the computing world, an MIS typically refers to the hardware and software used to manage information.

Examples: MIS software include Microsoft Dynamics, Fleetmatics WORK, Clarity Professional MIS, and Thar-stern Limited. MIS programs designed specifically for the graphics and print industry include Av-anti Slingshot. Some common functions of MIS software include employee record keeping, invoicing, inventory management, project planning, customer relationship management, and business analysis.

Question3 : Explain Marketing Information system and its types in detail.

Note: You should make your answer understandable by taking a proper example.

ANS: 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.

Types: There are 4 types:

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 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.

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, Submitted buying habits, geographic area,

Marketing Intelligence System: The marketing intelligence system provides the data about the happenings in the market, i.e. data related to the marketing environment which is external to the organization. It includes the information about the changing market trends, competitor's pricing strategy, change in the customer's tastes and preferences, new products launched in the market, promotion strategy of the competitor, etc. Providing the proper training and motivating the sales force to keep a check on the market trends,

For Example: the change in the tastes and preferences of customers and give suggestions on the improvements, if any. Motivating the channel partners viz. Dealer, distributors, retailers who are in the actual market to provide the relevant and necessary information about the customers and the competitors.

Marketing Research: The Marketing Research is the systematic collection, organization, analysis and interpretation of the primary or the secondary data to find out the solutions to the marketing problems. Several Companies conduct marketing research to analyze the marketing environment comprising of changes in the customer's tastes and preferences, competitor's strategies, the scope of new product launch, etc. by applying several statistical tools. In order to conduct the market research, the data is to be collected that can be either primary data.

The secondary data are publicly available, but the primary data is to be collected by the researcher through certain methods such as questionnaires, personal interviews, surveys, seminars, etc.

Marketing Decision Support System: It includes several software programs that can be used by the marketers to analyze the data, collected so far, to take better marketing decisions. With the use of computers, the marketing managers can save the huge data in a tabular form and can apply statistical programs to analyze the data and make the decisions in line with the finding

Question4 : Why Decision Making is an important factor to run an organization. Explain your answer with the help of a proper example.

ANS: 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 Decisions 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.

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