



## FINAL ASSIGNMENT

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DEPT : BS SOFTWARE ENGINEERING

COURSE NAME: INFORMATION SYSTEM &  
DATA PROCESSING

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DATE: 26/06/2020

**Q.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..**

Ans:- System:-“ A system is a group of elements that are integrated with the common purpose of achieving an objective.”

The Systems is collection of predefined procedures related to each other in a sequenced logical manner in order to collectively achieve the desired results.

**Example:- Purchase & Sales System.**

Explain:-

- The basic purpose behind setting up systems is to make available information when required. A system is a group of elements that are integrated with the common purpose of achieving an objective. Organization having common goal for the achievement are functionally interactive units. All systems have inputs, outputs, and feedback, and maintain a basic level of equilibrium. For example, in the human body the heart functions to support the circulatory system, which is vital to the survival of the entire body.
- Every system that is constructed is expected to generate some sort of output based upon the information fed into it. The output is expected to be used to evaluate system performance – whether the output complies with stated

objectives of the system and generate instruction to change input to improve/change output.

- 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. Systems are the subjects of study of systems theory.

**Q.2:- 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.

MIS is also the study of how such systems work.

### **Nadra Management Information System**

In order to improve civil registration system, CRMS was introduced by NADRA at Union Council Level.

Under this system event of Birth, Marriage, Divorce and Death are captured, which very vital in nature.

The pilot projects were launched in 100 UCs of Lahore and till today more than 4,192 UCs are onboard.

NADRA has provided software, certificate paper and also imparting training to UCs Secretaries.

The project is up-and-running for last 3 years.

Converting data into meaningful information for better and timely decision

480 computer touch screen kiosks have been installed all over Pakistan to facilitate the citizens providing them with following offerings

1. Utility bills payment
2. Cell phone scratch cards
3. CNIC verifications

It is probably the largest fully integrated database in the world that is having both an Automatic Finger

Identification System (AFIS) & a Facial Recognition System.

National Data Warehouse

Storage Capacity of 60 Terabytes

Processing Speed of 18 Trillion Instructions/ Sec

Multilingual Support of English/ Urdu/ Sindhi

AFIS with a matching speed of 16 million/sec

World largest Facial Library of 47 million images (ICAO)

Network Infrastructure

Highly redundant, scalable and mission critical

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Connected with more than 8000 computers  
Equipped Terrestrial, VSAT, and DVB RCS/2 WAN Links

Electronic tickets are issued and data is written on the RFID chip directly using handheld.

Points based ticketing system can be implemented using this technology.

Payment of fines will be made through Kiosk.

**Q.3:- Explain Marketing Information system and its types in detail. Note: You should make your answer understandable by taking a proper example.**

Ans:- A marketing information system (MKIS) is a management information system (MIS) designed to support marketing decision making. Jobber (2007) defines it as a "system in which marketing data is formally gathered, stored, analysed and distributed to managers in accordance with their informational needs on a regular basis."

## **TYPES OF MKIS**

1) **Marketing Intelligence:-** Information flowing from environment into the environment . Marketing intelligence (MI) is the everyday information relevant to a company's markets, gathered and analyzed specifically for the purpose of accurate and confident decision-making in determining market opportunity, market penetration strategy, and market development metrics.

2) **Internal Information:-** Gathered within the firm, Internal communication programs, is meant to provide the commander a primary method of communicating mission essential information to members of the command.

3) **Marketing Information:-** Info flowing from firm to external environment .An MKIS help in proper management and dissemination of all three kinds of information. Marketing communication (MarCom) is a fundamental and complex part of a company's marketing efforts. ... Marketing communication includes advertising, direct marketing, branding, packaging, your online presence, printed materials, PR activities, sales presentations, sponsorships, trade show appearances and more.

Example :-

A system that analyzes and assesses marketing[1] information, gathered continuously from sources inside and outside an organization. Timely marketing information provides basis for decisions such as product development or improvement, pricing, packaging, distribution, media selection, and promotion. A certain amount of marketing information is being gathered all the time by companies as they engage in their daily operations. When a sale is made and recorded, this is marketing information that's being gathered. When a sales representative records the shipping preferences of a customer in a firm's customer relationship management (CRM) system, this is also marketing information that's being collected. When

a firm gets a customer complaint and records it, this too is information that should be put to use. All this data can be used to generate consumer insight. However, truly understanding a customer involves not just collecting quantitative data (numbers) related to them but qualitative data, such as comments about what they think. Companies use click stream data in all kinds of ways. They use it to monitor the overall traffic of visitors that a site gets, to see which areas of the site people aren't visiting and explore why, and to automatically offer visitors products and promotions by virtue of their browsing patterns. Software can be used to automatically tally the vast amounts of click stream data gathered from Web sites and generate reports for managers based on that 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:- Decision making is related to planning, organizing, directing and controlling functions of a manager. Decision making is important to achieve the organizational goals/objectives within given time and budget. Decision-making is a pervasive function of managers aimed at achieving organizational goals. It searches the best alternative, utilizes the resources properly and satisfies the employees at the workplace. As a result, organizational goals or objectives can be achieved as per the desired result.

Some Important points:-

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- Lead to optimum utilization of resource
- Core of Planning
- Helps to attain objectives
- Improves efficiency
- Means to problem solving
- Helps to face challenges
- Leads to motivated and dedicated employees

**Example:-** When choosing place to establish a new business, the criteria might include rental costs, availability, access to transportation and means of distribution, and proximity to customer. Based on the relative importance of these factors, a business owner makes a decision that best meets the criteria.