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"Information system and data processing"

Q 01:- 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.

There are different type of system that are mention below:

>Open system(such as book store).

>Closed system.(school library only students and staff are allowed)

>Open loop system.

>closed loop system.

➔I have taken the example from daily life is **Purchase system** now I am explaining it in detail with its components.

Following are the main components of any system

>input element

>Process

>output elements

>control mechanism

>feedback system

>Objectives

(1)**Input elements of purchase system:-** The information entered into a system the input elements of purchase system include Orders for the purchase of various materials that some one wants to purchase it. for example purchasing a mobile from any online selling website.

(2)**Process/processing of purchase system:-** Processing include all the detail that how you can receive your purchasing mobile from the online website you purchase such that Status of deliveries received against specific orders. Any specific treatment defined in the system to be performed on the data entered into the system, for instance, computation, analysis, application of any product for purchasing.

(3)**Output elements of purchase system:-** the output elements is the changes that you wants in the delivery of the things that you have purchase as change in order quantity, changing the time , changing the day or some other information that you wants to change in the system. And the given by the system after the process has been performed on the data being input to the system.

(4)**control mechanism of purchase system**:-control mechanism of a system describe the inspection in the quality that the quality is good or bad that you have purchase. And also control mechanism of the system includes the communication among the seller and the purchaser about the quality inspection of the purchase product. This comparison of actual with expected output is done with the help of control mechanism.

(5)**feedback system purchase system:-** The feedback is very important for any system and also for selling and purchase system because in the result of feedback the purchasing product status can easily updated. And after the control mechanism has been devised, it needs to a reporting mechanism, which should respond with a corrective action, if required.

(6)**Objectives of purchase system:-** The main objectives of a system is Ensuring that what you buy has high value for the company is a key purchasing function, buy what constitutes value depends on your strategic business goals. For example improving in quality of the product etc.

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Q 02:- What is Management information system? Take an example of MIS of any organization and elaborate in your own words.

Ans 02:-**Management information system(MIS):-**

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 or in a company.

➔MIS is a system or process that provide the information necessary to manage an organization effectively.MIS should have a clearly defined framework of guideline, policies or practices these should be followed throughout any of the organization in their development maintenance and use

Example of MIS:-

I have selected online banking management information system and their explanation is given below.

A bank is understood as a place where the financial services such as checking/savings and providing credit to the customers are offered. The scope of this service in today's world is expanded to a "Financial Services Super Shoppe" where the banks have become an instrument in providing financial assistance to some activities as a policy or by regulation or for meeting sociology-economic obligations. In banking also, the concept of the financial product has come in.

The customers choose a bank mainly on the following three factors

I. The ease of doing business.

II. The quality of personnel and service.

III. The range of the financial services.

➔ The factors outrank the factors such as the location, interest rates, layout, banking hours, etc. The bank has a broad range of customers like individuals, institutions, trusts, business organizations, Government, and local bodies. The banks deal with some transactions, which also vary widely regarding length and complexity. The bank customer, like any other service industry, is interested in getting final results quickly.

➔ Management Information Systems are very useful tools for the purpose of reviewing and controlling company's operations. The main goal of these systems is to organize all data collected from every level of the company, summarize it, and present it in a way that facilitates and improve the quality of the decisions being made to increase the company's profitability and productivity.
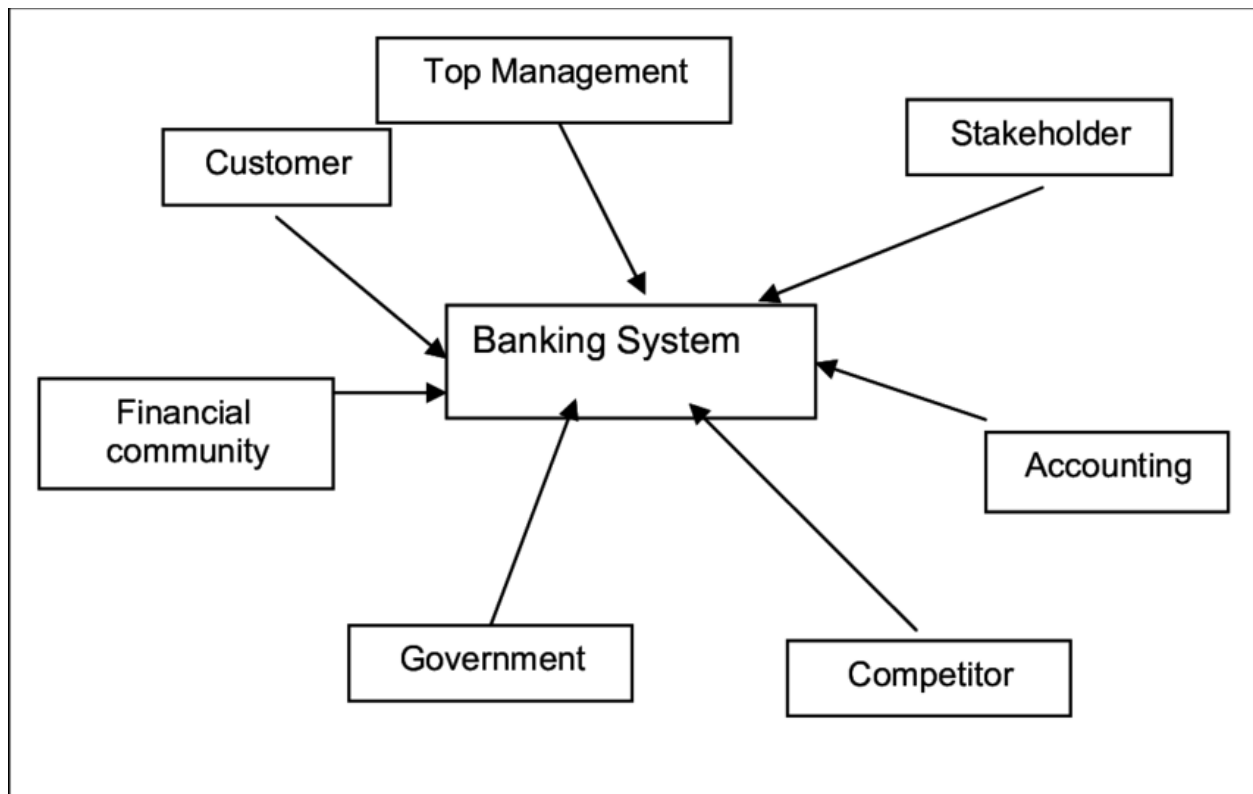
 The following points should be taken care of while designing an **management information system** (MIS)for a bank:

(1)Customer database

- customer — individuals, company, institutions, etc.

- Operator — housewife, employee, the officer of the organization. The range of service — savings, credit checking and payment, other financial services.

- Class of customers — income group, corporate bodies, etc.

- Working hours — morning, afternoon, evening, etc.

The management of the bank should create a customer database and analyze the needs of the customers from time to time to create suitable service package

(2) Service to the account holders the customers (account holders) need constant advice on the status and its operations. Most of the customers use their account for routine payments affecting the balance. Many times the account holds a large amount and it is not transacted for any purpose.

(3) Service for business promotions The bank finances can be utilized in some ways to increase the banking operations by offering credit to the right kind of customers.

(4) The index monitoring system One more feature of the MIS is to monitor the variety of indices and ratios related to banking operations.

(5) Human resource upgrade there is a lot of human aspect in the banking operations. With computerization, the service may become faster or quicker, but still, it requires a human touch and skills.

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

Ans:- **Marketing Information Systems (MKIS) :-**

MKIS is a type of Information System that helps the firm to achieve following main objectives:

>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

Types of Marketing Information

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.

Benefits of Marketing information system

1. MKIS helps organizations in efficient channel management. Following can be identified as some of the benefits of MKIS.

2. Customer profiles need to be maintained focusing on their habits and spending patterns. MKIS helps in maintaining these profiles.

3. Information on what competitors have been upto is also a critical marketing information. This should not be taken as espionage on competitors.

4. Forecasts of demand is also a critical part of marketing analysis. MKIS helps in achieving this as well.

5. Field sales can also be monitored where sales agents are used to market products.

6. Customers can be quickly updated based on their information kept in MKIS.

7. Dealers involved in sale of product can also be monitored to help enhance revenue.

Management Levels in MKIS :-

MKIS should cater for information requirements at each level, for instance

Strategic Level

a. Formulation of new sales products, and identifying new sales opportunities.

b. Planning support for new products and services

Knowledge Level

Market analysis based on demographics and customer behavior

Management level

1. Sales performance analysis is required to monitor how to enhance sales and address related issues.

2. Sales staff analysis is important to see how much of the sales portion has been contributed by each of the employees.

Operational Level

1. Tracking sales, processing orders and customer support.

Example of MKIS

Most platforms (social media sites like Facebook, LinkedIn and Instagram and advertising options like Google Adwords) provide information on usage so these are also examples of marketing information systems. However, unlike Google Analytics their primary purpose is for raising awareness and not reporting.

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Q.4:-Why Decision Making is an important factor to run an organization. Explain your answer with the help of a proper example.

Decision making:- is an important part of maximizing your effectiveness at work.

Decision making is important factor to achieve the organizational goals/objectives within given time and budget. 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.

Decision making and problem solving are ongoing processes of evaluating situations or problems, considering alternatives, making choices, and following them up with the necessary actions. Sometimes the decision-making process is extremely short, and mental reflection is essentially instantaneous. In other situations, the process can drag on for weeks or even months. The entire decision-making process is dependent upon the right information being available to the right people at the right times.

Such examples are as follow

- Problem-solving.

- Leadership.

- Reasoning.

- Intuition.

- Teamwork.

- Emotional Intelligence.

- Creativity.

- Time management.

Proper example

when choosing a place to establish a new business, the criteria might include rental costs, availability of skilled labor, access to transportation and means of distribution, and proximity to customers. Based on the relative importance of these factors, a business owner makes a decision that best meets the criteria. And as a result they are looking for their profit that he/she wants to achieve from the new business.

THE END OF PAPER

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