**JAIPURIA INSTITUTE OF MANAGEMENT, INDORE**

**PGDM**

**THIRDTRIMESTER (Batch 2020-22)**

**END TERM EXAMINATION, MAY-2021**

|  |  |  |  |
| --- | --- | --- | --- |
| Course Name | **Management Information Systems** | Course Code | **ITO301** |
| Max. Time | **2 hours** | Max. Marks | **40** |

**INSTRUCTIONS:**

**Questions.1** What are some of the ways Information Technology is changing our lives? How decision making at various levels in an organization is supported by MIS?  **(10)**

**Questions.2 Analyze following case and answer the questions:**

In general hotel industry is not regarded as the most high-tech industry, and many hotels companies only cautiously adopt new technologies. As for many guests, the quality of a hotel stay is in the end determined by whether or not they have some chocolates on their pillow at evening and whether they get good night’s sleep and a good breakfast. For Hotel Modern, the hotel that defined 5000 instances in which a service encounter can lead to guest dissatisfaction, making the guests’ stay as enjoyable as possible is the most important goal. Offering technological advantages such as self- service check-in kiosks would not be considered appropriate for luxury hotels of this class. On the other hand, tasks that happen “behind the scenes” offer a host of opportunities to use information technologies. One of these applications is Modern’s customer relationship database. Containing records more than 2.5 million guests, this system is designed to store even the most minute guest preference, so that the guest’s next stay can be made even more enjoyable. In addition to information about guest’s favorite newspaper, or preference of room or pillow, even information overheard in a guest’s casual conversation with waiter is entered into database, so a guest who mentions that She/he likes a certain kind of flower might find a vase with bouquet of these on her/his table the next time she/he visits Hotel Modern.

**Questions:**

1. In the luxury hotel market, many guests expect highly personalized service. How could hotel companies that are not serving the luxury market use database technologies to provide superior guest service?
2. In what ways Information Technology and MIS is helping employees working at different levels in hotel Ritz-Carlton for taking right decision at right time?

**(5+5 =10)**

**Questions.3** GM and VP of King - Manufacturer of scooter were discussing importance of SQL for retrieving data and creating reports from tables. Write queries for the following statements and suggest which query can generate which type of report for organizational decision making:

1. Select employees having age less than and equal to 50 and working in sales department.
2. Select name of the employees working in paint shop having salary greater than Rs. 5000 and is suffering from heart disease or having breathing problem.
3. Select name of the employees who lives in “Indore” or “Dewas” and have educational qualification as “PGDM”. **(3+3+4 = 10)**

**Questions.4** Interpret following ER Diagram of Traffic Monitoring and Messaging Services (TMS). The system that monitors traffic, collects data and analyzes them:  **(10)**

