**MASTER OF BUSINESS ADMINISTRATION (MBA)**

**DMBA204 MANAGEMENT INFORMATION SYSTEM**

**FEB/MARCH 2022**

**Assignment Set – 1 Questions**

**1. Discuss the history of Computing.**

**Ans:** Computers or general purpose computing devices were invented in the middle of the 20th century, but the ideas they are based on evolved a century earlier. Charles Babbage, a renowned British mathematician, fi rst conceived the idea of a computing device in the 1820s when he was confronted with the problem of Its Half solved only

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**2. What is IT interaction model? Explain.**

**Ans:** Managing IS in organisations is a highly challenging and complex task. One reason for this complexity is that neither organisations nor the IS they use remain static over time – both change continuously, and it is the job of

**3. How Information Technology could be used for competing in market?**

**Ans:** The combination of network externalities and positive feedback leads to tippy markets. A tippy market results when there are two or more products competing in the market, and in the eventual outcome only one survives. Each product is tippy in the sense that it could either succeed or fail, and with the effects

**Q.No Assignment Set – 2 Questions**

**4. Discuss the properties of Information goods.**

**Ans:** Properties of information goods Information goods have certain properties that make them distinct from physical goods. Information goods are typically expensive to produce but very cheap to reproduce. For example, the original cost of producing a music track by a professional band may run into

**5. What are the facilities an organization could have from ‘Customer Relationship Management System’?**

**Ans:** The origins of CRM lie in the sales force automation systems that grew with the rise of personal computing around the world in the 1980s. The systems would automate the processes of

**6. Can you write brief outline on any two Business Intelligence techniques?**

**Ans:** Analytics relies on a number of computational and statistical techniques that were developed in the field of artificial intelligence. When applied to business problems, these are known as business intelligence techniques. Brief descriptions of some business intelligence techniques are provided below to highlight the kind of problems that can be solved and the kind of data that is