

FACULTY OF ENGINEERING
B.E. 4/4 (AE) II - Semester Examination, June 2014

Subject : Management Information Systems (Elective-II)

Time : 3 Hours

Max. Marks: 75

Note: Answer all questions of Part - A and answer any five questions from Part-B.

PART – A (25 Marks)

- 1 Compare between reorder and periodic inventory models.
- 2 Distinguish between MRP-I and MRP-II.
- 3 What is meant by forecast error?
- 4 Briefly explain supply chain management.
- 5 List the 4P components of marketing mix.
- 6 What is meant by Time value of money?
- 7 Define the three time estimates in PERT.
- 8 State Fulkerson's rule.
- 9 Mention the strategic uses of IT in management.
- 10 List different types of Input devices used with computers.

PART – B (50 Marks)

- 11 (a) With a neat sketch explain ABC classification of inventory control. (4)
- (b) The demand for a product is 3600 units per annum. Inventory carrying cost amount to Rs.1.6 per years. The set up cost per run is Rs.800. Find (6)
 - (i) EOQ
 - (ii) Minimum average inventory control
 - (iii) Optimum no. of orders per year and
 - (iv) Optimum period of supply per optimum order
- 12 (a) The demand for the particular product is given for the last 8 periods. Compute the exponentially smoothed forecast for the periods taking $\alpha = 0.1$ and 0.3 which of these forecast is better (7)

Period	1	2	3	4	5	6	7	8
Demand	10	18	29	15	30	12	16	8
- (b) A dealer for electrical appliances forecast the demand for the Geyser at the rate of 500 / month for the next three months. The actual demands turned out to be 400, 560 and 700. Calculate the forecast error and bias, comment on the same. (3)
- 13 (a) Discuss about different sales promotion methods. (5)
- (b) What is meant by capital budgeting? Explain various techniques of capital budgeting. (5)
- 14 (a) Briefly explain about crashing of networks. (4)
- (b) Draw the net work, determine the earliest and latest start and finish times of the activities. Identify the critical path. (6)

Activity	1-2	1-4	1-7	2-3	3-5	4-6	4-8	5-6	6-9	7-8	8-9
Duration	2	2	1	4	1	5	8	4	3	3	3
- 15 (a) Compare the characteristics of information systems used at operational, tactical and strategic planning levels. (6)
- (b) Explain the role of operating systems in the functioning of a computer. (4)
- 16 (a) Discuss about detailed capacity planning. (5)
- (b) Compare between single moving and weighted moving average methods of forecasting. (5)
- 17 Write short notes on the following: (10)
 - (a) Nominal group technique
 - (b) Establishing selling price of a product
 - (c) Time-cost trade-offs