ASSIGNMENT

Course Code	**:**	**MMPC-008**
Course Title	**:**	**Information Systems for Managers**
Assignment Code	**:**	**MMPC-008/TMA/JAN/2026**
Coverage	**:**	**All Blocks**

Note: Attempt all the questions and submit this assignment to the coordinator of your study centre. Last date of submission for January 2026 session is 30th April, 2026 and for July 2026 session is 31st October, 2026.

1. Highlight the applications of IT in your organization or any organization of your choice.

2. Explain the Anthony and Simon framework for understanding the MIS and decision making process.

3. Discuss the role of social media in supporting decision making process in an organization with the help of suitable example.

4. If you have to build AI in your organization, what factors you would think of and take into consideration. Mention those factors in stepwise manner.

5. Write short notes on any **three:**

a. CERT In
b. Oracle EBS
c. Business value of Information System
d. Systems Development Life Cycle (SDLC)
e. Cryptocurrency

1. Highlight the applications of IT in your organization or any organization of your choice.

Answer

For this answer, I am taking the example of a large retail chain having physical stores, warehouses and an online sales channel. In such an organization, information technology is not limited to computers in the office. It links sales, stock, customers, suppliers, employees and managers so that routine work is faster and decisions are based on current information. The main applications can be seen across the complete flow of the business.

1. At the store level, IT is used for transaction processing. Point-of-sale systems record every sale, calculate taxes and discounts, accept digital payments and update the stock position. Barcode scanners reduce manual entry and billing errors. The same transaction data can later show which items sell most, the busiest hours and the effect of a promotion. This makes the billing counter an important source of management information rather than only a place for collecting payment.

2. Inventory management is another major application. A retail chain may handle thousands of stock keeping units at many locations. An inventory system keeps track of receipts, transfers, sales, returns and damaged goods. Reorder levels can be set so that fast-moving items are replenished before they run out. Slow-moving or excess stock can also be identified. As a result, the organization can reduce both lost sales caused by stock-outs and unnecessary money blocked in inventory.

3. IT supports purchasing and supply-chain coordination. Purchase orders can be generated and shared electronically with suppliers. Warehouse systems help in receiving, bin allocation, picking, packing and dispatch. Delivery schedules and shipment status can be monitored. When sales and inventory data are connected with procurement, the purchasing team can order on the basis of actual demand instead of guesswork. This improves availability and reduces delays between suppliers, warehouses and stores.

4. Customer relationship management uses IT to understand and serve customers better. Loyalty programmes, mobile applications and customer-service systems can maintain purchase history, preferences, complaints and responses to offers. The organization can segment customers and send relevant offers instead of the same message to everyone. Service staff can also see earlier interactions when a complaint is raised. This gives the customer a more consistent experience across store, phone, website and app.