

MS-07

Management Programme

**ASSIGNMENT
FIRST SEMESTER
2015**

MS - 07: Information Systems for Managers



**School of Management Studies
INDIRA GANDHI NATIONAL OPEN UNIVERSITY
MAIDAN GARHI, NEW DELHI – 110 068**

ASSIGNMENT

Course Code	:	MS-07
Course Title	:	Information Systems for Managers
Assignment Code	:	MS-07/TMA/SEM-I/2015
Coverage	:	All Blocks

Note : Attempt all questions and submit this assignment on or before 30th April, 2015 to the coordinator of your study centre.

1. Define the Internet, Intranet, and e-commerce. Write a note on e-commerce. What are the advantages of e-commerce over conventional business?
2. Discuss why management needs information. Is it possible for the management of an organization to make effective decisions without the aid of an information system? Discuss.
3. Identify the role of transaction processing system in the development information system. Suggest few modules, you would like to add to improve the Marketing Information System.
4. What are the three major areas of feasibility, which are addressed in system analysis? Which of the design lays out the components of the system and their relationship to each other, as they would appear to users?
5. Define Artificial Intelligence and mention some of its current applications. What are artificial neural networks? Discuss their business applications.