42 Lecture - MGT211

Important Subjective

1. **What is an information system? How does it differ from a computer system?**
   Answer: An information system is a combination of people, processes, data, and technology that is used to collect, process, store, and disseminate information for decision-making and control in an organization. A computer system, on the other hand, is a combination of hardware, software, and data that is used to process and store information.

2. **What are the primary functions of an information system in an organization?**
   Answer: The primary functions of an information system in an organization are to collect, process, store, and disseminate information to support decision-making and control. Information systems can also be used to automate business processes, enhance communication, and support collaboration.

3. **What is the role of information systems in supply chain management?**
   Answer: Information systems play a critical role in supply chain management by providing real-time information about inventory levels, production schedules, shipping status, and other critical data. This information can be used to optimize production and distribution processes, reduce costs, and improve customer satisfaction.

4. **What are some of the key benefits of using an enterprise resource planning (ERP) system in an organization?**
   Answer: Some of the key benefits of using an ERP system in an organization include improved efficiency, enhanced collaboration, reduced costs, improved decision-making, and increased agility. ERP systems can also help organizations streamline business processes, integrate data from different sources, and improve overall visibility and control.

5. **How can organizations use business intelligence (BI) systems to improve decision-making?**
   Answer: Business intelligence (BI) systems can help organizations improve decision-making by providing real-time access to critical data, allowing users to identify patterns, trends, and insights that would otherwise be difficult to see. BI systems can also help organizations track key performance indicators (KPIs), monitor customer behavior, and identify opportunities for growth and innovation.

6. **What is the role of information systems in customer relationship management (CRM)?**
   Answer: Information systems play a critical role in customer relationship management (CRM) by providing a centralized database of customer information that can be used to track customer interactions, monitor customer satisfaction, and identify opportunities for cross-selling and upselling. CRM systems can also be used to automate customer service processes, enhance communication, and improve customer loyalty.

7. **How can organizations use data analytics to improve business performance?**
   Answer: Organizations can use data analytics to improve business performance by analyzing large volumes of data to identify patterns, trends, and insights that can inform decision-making. Data analytics can be used to improve product development, optimize marketing campaigns,

reduce costs, and improve customer satisfaction.

8. **What is the role of information systems in project management?**
   Answer: Information systems play a critical role in project management by providing real-time access to project data, allowing project managers to monitor progress, identify risks, and make informed decisions. Project management systems can also be used to track resource utilization, manage budgets, and facilitate collaboration among team members.

9. **How can organizations use social media platforms to enhance customer engagement and communication?**
   Answer: Organizations can use social media platforms to enhance customer engagement and communication by creating a two-way dialogue with customers, soliciting feedback, and responding to customer inquiries in a timely manner. Social media platforms can also be used to promote products and services, build brand awareness, and monitor customer sentiment.

10. **What are some of the key challenges that organizations face in implementing information systems?**
    Answer: Some of the key challenges that organizations face in implementing information systems include cost, complexity, resistance to change, lack of user adoption, and security and privacy concerns. Organizations must also ensure that information systems are aligned with business goals, processes, and culture in order to maximize their impact.