

SECTION – II

Q. 4. Case Study

(15)

Information can be classified according to the use to which it is put and the level of the organization that uses it. Information may be used to formulate broad outlines of policy or to set down norms and methods of adhering to those norms or to make simple decisions about processes. Based on this understanding that information can be put to different use at different levels in the organization. Strategic Information is required by the top management of the company. It deals with national and international events, government policy, industry trends, investment patterns, technological breakthroughs, etc. Strategic information helps in planning long term strategy. For sample, whether a television manufacturer should incorporate internet ready features in their sets, or whether it would be wiser to build decoders for Direct To Home (DTH) television instead, or whether the existing technology of using Cathode Ray Tubes for TV should be scrapped and LCD Flat Screens adopted. Strategic Information has long term and far reaching impact on the company. Such information has to be complete and immediate, but may be acted upon in parts over a period of me. Some examples of strategic information are Information about the stability of the current government and the policies of both government as well as its closest rival. Information about the possibility of war Information on breakthroughs in technology Information on current trends in consumer behavior Information on taxes and their expected impact on prices of inputs such strategic information will be used to make decisions about the company's future. The changes will be evaluated in the light of company goals and decisions will have to be made as to how to cope with the changes on a corporate level. Tactical Information is required by the middle management. Such information is required in the short to medium term period and it generally relates to information required for making decisions that will have a short term impact. Examples are information required for weekly or monthly sales forecasts, sales achieved, cash flow projections, etc. Tactical information is typically produced within the company and relates to the performance of divisions or departments of the company rather than to any entity outside the company. Operational information relates to the information that is required by a limited number of specific users to enable them to perform their day to day functions. Examples of operational information are follow up lists, daily call reports of salespersons, attendance registers, outstanding payment follow up lists, etc.

Explain the following.

1. Strategic Information.
2. Tactical Information
3. Operational Information

Q. 5. Answer the following:

(10)

- a) What are the types of Data processing?

OR

- b) Explain conceptual design models of MIS.