

Mid Assessment

Summer Semester; 2023

BBA program

Course title : Management Information System

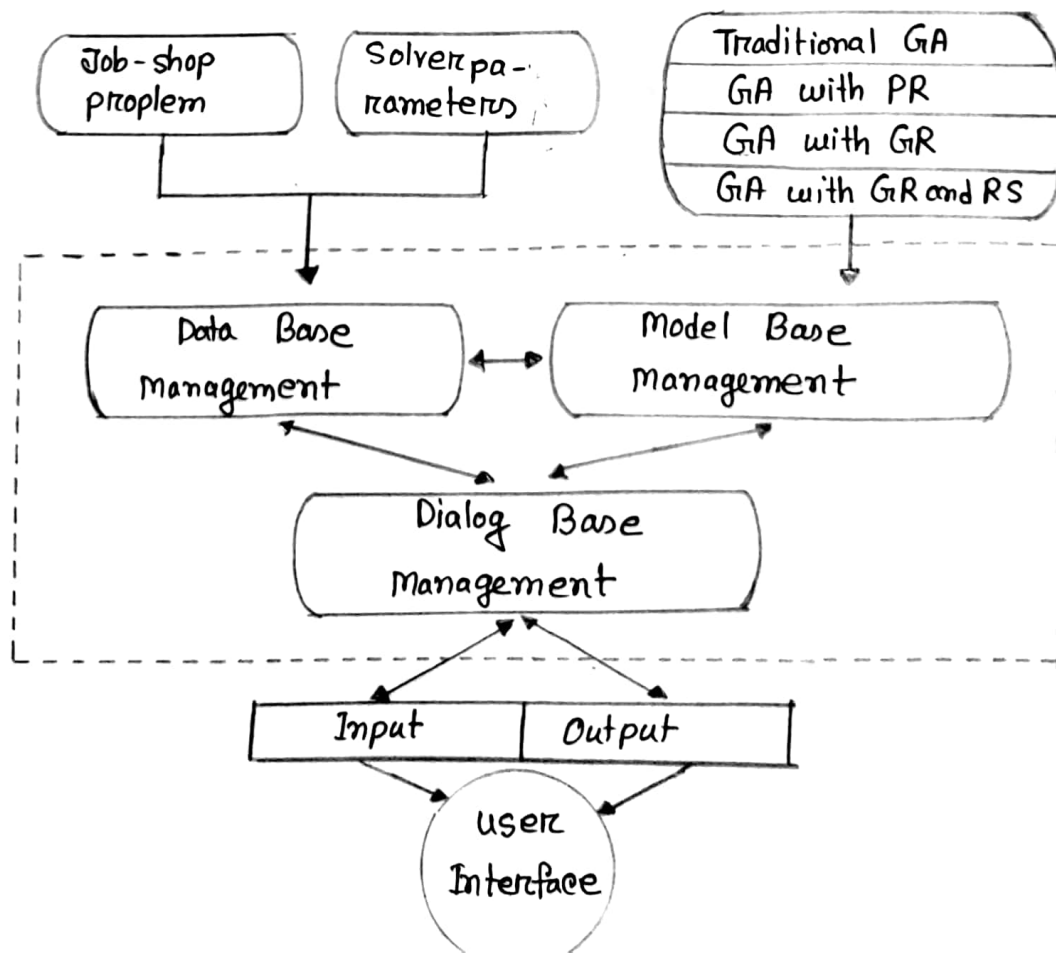
Course code : MIS-435

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Answer to the question no : 01

Decision support system: A decision support system (DSS) is a computerized program used to support determinations, judgments, and courses of action in an organization or a business. A DSS sifts through and analyzes massive amounts of data compiling comprehensive information that can be used to solve problems and in decision-making.



Answer to the question no : 02

Porter's competitive force model: Porter's Five

Forces are Threat of new entrants, Bargaining power of buyers, Bargaining power of suppliers, Threat of new substitutes and competitive rivalry.

This framework helps Strategists understand what makes an industry profitable and provides insights needed to make strategic choices.

Porter's competitive forces model are discussing below:

1) Threat of New Entrants: When an industry starts becoming profitable, it will entice new entrants. If the barriers to entry are low, new entrants can easily capture market share and threaten profitability.

2) Bargaining power of Suppliers: Suppliers offer your industry the needed inputs to operate (e.g. components, materials and services). When

the bargaining power of suppliers is high, there's a strong chance your suppliers could set higher prices for those inputs or reduce quality without retaliation.

3) Bargaining power of Buyers: In Porter's Five Forces model, buyers are your customers. At the expense of industry profitability, strong buyer power can lower prices, pit rivals against each other, and demand higher quality or service.

4) Threat of Substitute products or services:

All firms in an industry are competing with other industries that make substitute products or services. An example is a messaging app that is a substitute for e-mail. Or an airline website replacing travel agents with its own ticket booking system.

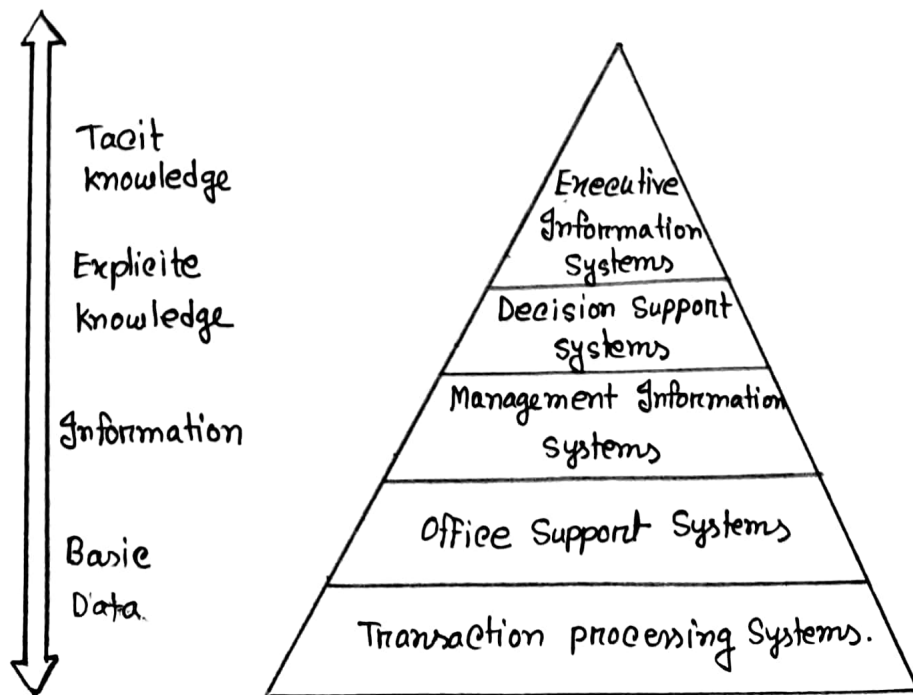
5) Competitive Rivalry: Although rivals are subject to the same industry forces as yourself, the force of competitive rivalry is often the largest determinant of an attractive industry since it is affected by the four previous forces.

Answer to the Q.No: 03

Management Information System: Management

information systems (MIS) are information systems that organization use to manage and support planning, decision making, and operations. MIS systems typically include hardware, software, data, people, and procedures. MIS systems provide managers with the information they need to make decisions, monitor performance, and control operations.

Common MIS systems include customer relationship management (CRM) systems, supply chain management (SCM) systems, enterprise resource planning (ERP) systems, and data warehouses.



Answer to the question no: 04

According to Friedman, the world is flat because the playing field has been leveled by globalism. People who live in distant third-world countries can participate in first-world country economy. The world is flat in sense that the competitive playing field between industrial and emerged market countries is leveling. And that individual entrepreneurs as well as companies, both large and small are becoming part of a large, complex, global supply chain extending across oceans, with. The main theme addressed in the book the world is flats is globalization. Globalization is described as a situation whereby "regional economies, societies and cultures have become integrated through a global network of politics ideas through communication transportation and trade.

Answer to the question no: 05

According to Michael Porter, there are four generic strategies.

1) Cost leadership

2) Differentiation

3) Cost Focus

4) Differentiation Focus.

1) Cost Leadership Under the cost leadership strategy, the organization target for a broad, large scale market. They provide the lowest possible prices to attract customers. The intension of this strategy is to reduce the costs as much as possible.

2) Differentiation: Under the Differentiation strategy the organization is targeting a broad large range of market but provide a product with unique features. The organization has to create the Product can achieve competitive advantage

in the industry.

3) Cost Focus: When the organization is implementing the cost focus strategy, they are aiming a niche market with a little competition. This is more a focused market segment and the product will be provided to the market with the lowest possible price.

4) Differentiation Focus: When an organization is providing its product to the market using the differentiation focus, they select a niche market and provide a unique product to that market. This involves a powerful brand loyalty of the customers to the product.