



# Victoria University of Bangladesh

## **Assessment Topic:**

**Mid Assessment**

**Course Title: Management Information System**

**Course Code: MIS-435**

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Answer to the question no-1

Ans: Decision Support systems with a proper diagram there are bellow —

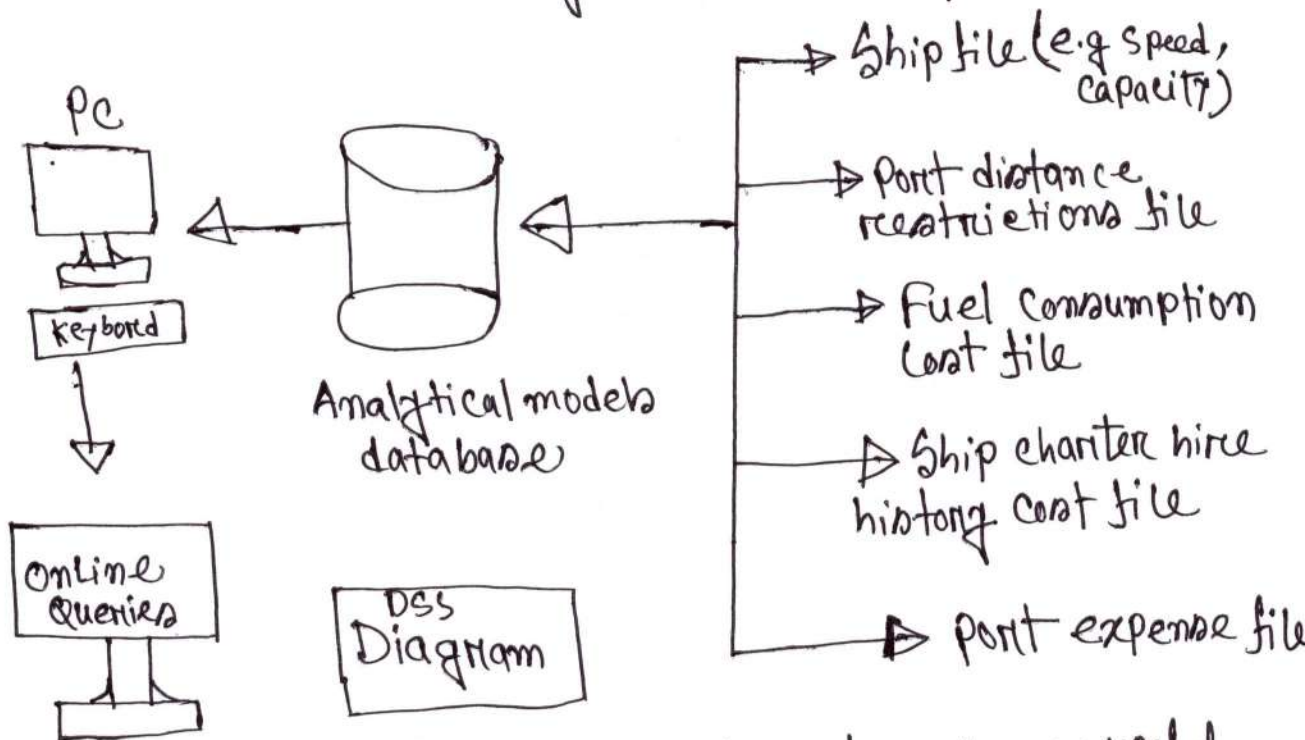
(a) Decision Support systems support non routine decision making for middle managers.

(b) Decision Support systems focus on problems that are unique and rapidly changing.

(c) Decision Support systems use internal information from TPS and MIS.

(d) Decision Support systems bring information from external sources.

(e) These system use variety of data.



This Decision Support systems focusing on useful information to support decision making of massive quantity data

## Answer to the question no-2

Ans:— Porter's Competitive forces model there are bellow— Porter's five forces is a model that identifies and analyzes five competitive forces that shape every industry and help determine an industry's weaknesses and strengths. Five forces analysis is frequently used to identify an industry's structure to determine corporate strategy.

Porter's Competitive five forces are:—

- ① Competitors.
- ② New market entrants in to the industry.
- ③ Threat of Substitute Products and Service.
- ④ Power of Customers.
- ⑤ Power of Suppliers.

there are bellow—

\* Five forces details details  
Competitors:— The first of the five forces refers to the number of competitors and their ability to undercut a company. The larger the number of competitors along with the number of equivalent products and service they offer, the lesser the power of a company. Suppliers and buyers seek out a company's competition if they are able to offer a better deal or lower prices.

New Market entrants in to the industry:— A Company's power is also affected by the force of new entrants into its market. The less time and money it costs for a competitor to enter a Company's market and be an effective competitor, the more an established Company's position could be significantly weakened. The Company would be able to charge higher prices and negotiate better terms.

Threat of Substitute products and Service:— Substitute goods or service that can be used in place of a Company's products or services pose a threat. Companies that produce goods or service for which there are no close substitute will have more power to increase prices and lock in favorable terms. When close substitute are available, customers will have the option to forgo buying a Company's product and a Company power can be weakened.

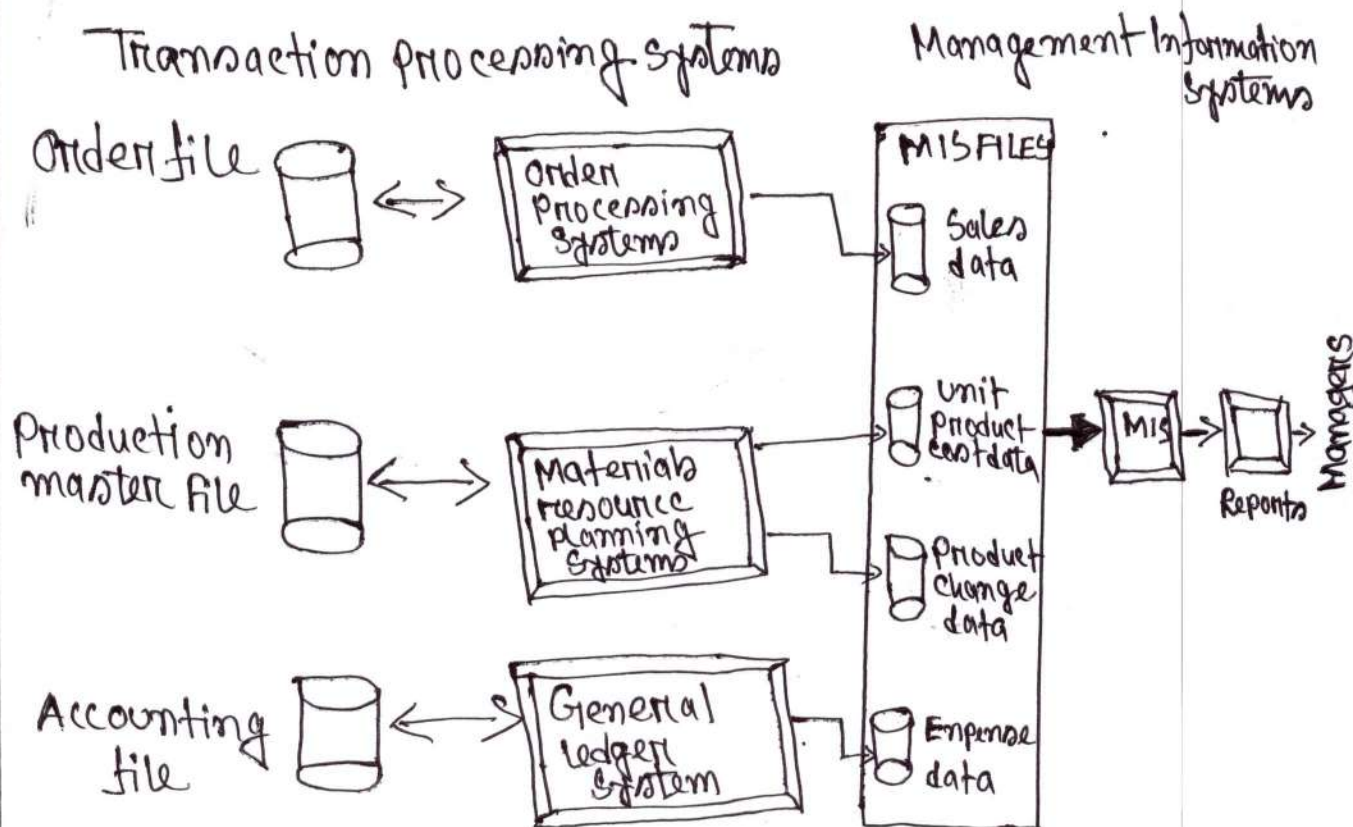
Power of Customers:— The ability that customers have to drive prices lower on their level of power is one of the five forces. It is affected by how many buyers or customers a Company has, how significant each customer is and how much it would cost a Company to find new customers or markets for its output. A Company that has many, smaller, independent customers will have an easier time charging higher prices to increase profitability.

Power of Suppliers:— The last of the Five Forces focuses on power of Suppliers can drive up the cost of inputs. It is affected by the number of Suppliers of key inputs of a good or service, how unique these inputs are and how much it would cost a Company to switch to another Supplier.

Understanding Porter's five forces and how they apply to an industry, can enable a company to adjust its business strategy to better use its resources to generate higher earnings for its investors.

### Answer to the question no-3

Ans:- Management Information Systems are used by technical managers to monitor the organization's current performance status. The output from a transaction processing system is used as input to a management information system. The management analyzed the input with routine algorithms, compare and summarizes the results to produce reports that technical managers use to monitor, control and predict future performance. A typical management information system transforms transaction-level data from inventory, production and accounting into MIS files. MIS files that are used to provide managers with reports. Management Information System diagram there are below —



(MIS Diagram)

## Answer to the question no-4

Ans:- The world is Flat:- A Brief History of the Twenty-First Century.

Thomas Friedman's examination of the influences shaping business and competition in a technology fueled global environment is a call to action for governments, business and individuals who must stay ahead to these trends in order to remain competitive. In a narrative punctuated by case studies, interviews and sometimes, surprising statistics be prepared, because this phenomenon waits for no one.

The world is Flat is an historical and ~~ge~~ geographical journey, with stories and anecdotes from the days of Columbus to a modern day Indian call center, from the Great Depression to the home office of a midwestern-USA housewife, demonstrating the pervasiveness of the world-flattening trend. Spanning a broad range of industries, cultures and schools of thought, the real world examples presented as evidence of his theory are undeniable.

As people become more able to collaborate, compete and share with others of different cultures, religions, educational backgrounds and language, The world is Flat is a necessary reality check to bring these factors into ~~pre~~ perspective and offer, if not answers to every problem the drive to uncover working solutions.

## Answer to the question no-5

Ans:- Four Generic Strategies:- The organizations are operating with the intension of achieving a defined goal. To achieve this goal, driving the organizational activities towards the success is majorly important. To identify the growth opportunities generic strategies can be used in any of organization. In the Porter's Generic Strategies, three main strategies are used as the base, namely there are bellow —

- ① Cost leadership
- ② Differentiation
- ③ Cost focus
- ④ Differentiation focus.

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. The organization can use two methods to become success using cost leadership strategy. A large market and keep the prices in average level. Both options will help the organization to reduce the cost and to increase the income.

Differentiation: - The differentiation strategy the organization is targeting a ~~board~~ broad, large of market but provide a product with unique features. The organization has to create the product in a very unique way in which the product can achieve competitive advantage in the industry. This help the organization to face the rivalry competition successfully in maximizing the profit.

Cost focus: - The organization is implementing the cost focus strategy, they are aiming a ~~nice~~ market with a little competition. This is more focused market segment and the product will be provided to the market with the lowest possible price. It is importance for the organization to choose the nice market correctly and provide to the market. That will create repeat customers and the products cost will remain low.

Differentiation focus: - Differentiation focus they ~~set~~ select a nice market and provide a unique product to that market. It is highly important to make sure the product features remain unique as the customer loyalty is based on the uniqueness of the product.

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