

Q-4 Discuss about EIS (Executive Information System) and its characteristic.

Ans-4 Executive Information System

Executive Support System An Executive Information System can be defined as a specialized Decision Support System. This type of the system generally includes the various hardware, software data procedures and the people with the help of all this the top level executive get a great support in taking performing the various types of the decisions. The executive Information System plays very important role in obtaining the data from the different source then help in the integration and the aggregation of this data. After performing these step resulting information is displayed in such a pattern that is very easy to understand.

Executive Information System is a computer based system that serves the information that is needed by the various top executive.

According to Watson, Executive Information System/ executive Support System depends on some of the factors that can be summarized as the follow

Internal factors

Need for the timely Information

Need for the Improved Communications

Need for the access to the operational data

Need for the Rapid Status updates on the various business activities

Need for the access to the Corporate database

Need for every accurate Information.

External factors

Increasing and Intensifying the global Competition.

Rapidly changing the business environment

Need to be more Pro active.

Characteristics of the Executive Support System