



# GL BAJAJ

Institute of Management & Research

Approved by A.I.C.T.E., Ministry of HRD, Govt. of India

Roll No.....

Plot No. 2, Knowledge Park-III, Greater Noida (U.P.) –201306

**POST GRADUATE DIPLOMA IN MANAGEMENT (2019-21)  
MID TERM EXAMINATION (TERM - I)**

Subject Name: **Information Technology for Managers**

Time: **01.30 hrs**

Sub. Code: **PG-05**

Max Marks: **20**

**Note:**

- 1. Writing anything except Roll Number on question paper will be deemed as an act of indulging in unfair means and action shall be taken as per rules.**
- 2. All questions are compulsory in Section A, B & C. Section A carries Case Study of 08 marks. Section B carries 3 questions of 2 marks each and Section C carries 2 questions 3 marks each.**

**SECTION - A**

**04×02 = 08 Marks**

**Case study:** William Shakespeare wrote: “*A friend is one who knows who you are, understands where you have been, accepts what you have become, and still gently allows you to grow.*” The same rules of engagement apply in the way that the Royal Shakespeare Company (RSC) seeks to engage with theatergoers attending the company’s performances.

Despite the company’s success, it has always lacked the technology infrastructure, software and skills to launch marketing plans based on detailed audience analyzes and segmentation. However, Accenture, the management consulting giant, has spent three years helping to develop an audience analysis capability that the RSC now uses to retain and grow audiences, re-engage with “lapsed“ attendees and attract new demographic groups. The project was started by uploading more than seven years’ ticket-buying data into systems, comprising over 2 million entries including names, addresses, attendance history, and price paid for tickets. A new RSC audience database was created that could be segmented based on customer behavior, with up to 50 variables—such as show or venue attended—identifiable.

Tools from data analysis were deployed to comb through the database to identify specific audience segments and patterns of attendance behavior. Insights into customer behavior patterns quickly came to light, with particular segments identified. The RSC’s strategic development team analyzes how each segment is growing and changing, and tailors the marketing strategy to fit it. It is large technical job with the RSC would ordinarily not have IT resources and skills in-house to carry out.

The results speak for themselves. In the past three years, the number of people regularly attending RSC shows has increased by 75%. Revenues raised by the Shakespeare’s circle donation scheme have grown by 67% annually.

**Question 1 (a):** RSC have invested in their customer intelligence system and this has provided commercial advantages. How could the database and analysis be used further to provide additional business value in their marketing and operations?

**Question 1 (b):** What analyses are likely to help improve corporate performance of the RSC?

**SECTION-B**

**02×03 = 06 Marks**

**Question 2:** The 2008 Beijing Olympic Information System earned a gold medal for top performance. Why, explain the system efficiency in terms of coverage and delivery?

**Question 3:** If you are the Chief Information Officer (CIO) of an organization, what are the various strategic issues facing by you?

**Question 4:** Describe the importance of information technology for managers. Each importance should be related to a practical business example.

**SECTION-C**

**03×02 = 06 Marks**

**Question 5:** What are the operational, tactical and strategic decisions? Give examples of each.

**Question 6:** If you are handling a manufacturing company, design the IT infrastructure (including hardware, software and networking components) for enhancing efficiency and effectiveness of business transactions in all the departments.