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

POST GRADUATE DIPLOMA IN MANAGEMENT (2020 -22)
MID TERM EXAMINATIONS (TERM -II)
Academic Session- 2020-21

Subject Name : BTIS	Time: 01.30 hrs
Sub. Code: PG -12	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 1 Case Study of 8 marks. Section B carries 3 questions of 2 marks each and Section C carries 2questions of 3 marks each.

<u>SECTION – A</u>   **04+04 = 08 Marks**

Q. 1: Case Study: Chip Reeves knows all about the life of a sales guy.

The U.S. Department of Commerce: Using IT to Tap Experts' Know-How Through Knowledge Management

The U.S. government is using basic knowledge management techniques to offer timely and valuable advice about how to do business abroad. At the Department of Commerce, a commercial service called the DOC Insider is adopting technology for knowledge capture and management from Bellevue, Washington based AskMe Corp. The service uses the technology to accelerate the counseling it offers to U.S. companies seeking to engage in international trade. Key capabilities of the AskMe system include automated best practices, automatic experts' profile creation, addition of numerous methods for accessing and delivering knowledge, integrated real-time collaborative services, and comprehensive analytic capabilities.

The DOC Insider has been using Web-based technology to create a knowledge network connecting its 100 offices in the United States, another 150 in 80 countries overseas and a group of approximately 1,700 U.S. trade specialists who have expertise in what it takes to succeed abroad. These specialists can tell you what trade show to attend if you're interested in selling medical equipment in Germany, what papers to file if you're trying to expand your software business into Japan, what local laws must be considered if you're considering moving your global call centers to Bangladesh, or who your competition is likely to be if you want to sell your line of automobile accessories in the Pacific Rim.

In the past, there was no way to organize what these experts knew, or even how to get in touch with them once they were identified. Laura McCall, program manager for the DOC Insider, says using AskMe's system is part of the department's fulfilment of its mandate to help U.S. businesses compete abroad. "We have a dispersed, worldwide organization with pockets of information everywhere," she says. The DOC Insider's aim is to help U.S. companies do things such as perform international market research or locate overseas partners. "We want to sit down and make sure you've identified a good market and that you are export-ready," she says.

Each trade expert accesses the knowledge network via the Web, reviews the posted questions assigned to them, and logs on answers to those questions. "That way, we're able to identify the people and the resources to help clients solve problems," says McCall. Before selecting AskMe, McCall reviewed the department's business processes to see where the gaps in information counseling existed. "We have a handful of trade specialists who know everything about export documentation, for example," says McCall. "But if they're located in Minnesota and you weren't in their local office, you'd never know they existed." Now these experts can post answers according to different subject categories, upload documents, or even direct businesses to specialized publications online. The information is reusable and is in an ever-expanding database.

By mid-2004, over 1,200 people had used the system so far, saving about 750 hours of repetitive work. There's also a reporting tool that managers can use to track the technology's return on investment and identify topics that are popular so they can beef up their expertise in those areas. Here's an example of how the system works. On a Tuesday afternoon in May 2004, Brad Anderson, an international trade specialist for the U.S. Commercial Service division at the Department of Commerce, found himself stumped. A U.S.-based software company called with a question and he didn't know what to advise. The company wanted to close a deal with a customer in Poland, but

the buyer wanted to charge the U.S. company a 20 percent withholding tax, a tax it attributed to Poland's recent admission into the European Union. Was the tax legitimate?

To find out, Anderson turned to the DOC Insider. After typing in his question, Anderson first found some documents that were related to his query, but they didn't explain the EU tax code completely. Anderson next asked the system to search the 1,700-strong Commercial Service for a real "live" expert, and, within seconds, he was given a list of 80 people in the department who might be able to help him. Of those, he chose the six people he felt were most qualified and then forwarded his query.

Before the DOC Insider was in place, Anderson says, it would have taken him about three days to find an answer to the same question. "You'd have to make a million phone calls and deal with time zones," he says. Thanks to the expertise location system, however, he had three responses within minutes, a complete answer within an hour, and the sale went through the following morning. Anderson estimates that he now uses the system for roughly 40 percent of the work he does. With the huge trade deficit that plagues the United States, a knowledge management system that helps boost U.S. exports by making it easier to tap experts' know-how is a clear competitive advantage. Similar expertise lies hidden away inside most companies.

Case Study Questions

1. What are the key business challenges facing companies in supporting their global marketing and expansion efforts? How is the AskMe knowledge management system helping to meet this challenge? Explain
2. How can the AskMe system help to identify weaknesses in global business knowledge within the Department of Commerce?

SECTION – B   **02×03 = 06 Marks**

Q. 2: Explain the difference between E-Commerce and E-Business?
Q. 3: What can be the probable causes of e-CRM system failure?
Q. 4: How does E-SCM solutions support the organisations in enhancing the efficiency of their processes?

SECTION – C   **03×02 = 06 Marks**

Q.5. Describe the role of different type of Information Systems in management support?
Q. 6. Explain with examples how strategic use of IT can help in gaining the competitive advantage in Cost Leadership.

Mapping of Questions with Course Learning Outcome

COs	Question Number(s)	Total Marks Allocated to the CO
CO1	Q5, Q6	6
CO4	Q1, Q3, Q4	12
CO2	Q2	2