GL BAJAJ
Institute of Management & Research
Approved by A.I.C.T.E., Ministry of HRD, Govt. of India

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POST GRADUATE DIPLOMA IN MANAGEMENT (2017-19)
END TERM EXAMINATION (TERM -II)

Subject Name: **Information Systems Management**	Time: **02.00 hrs**
Sub. Code: **PG-12**	Max Marks: **45**

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 carry 2 Case Studies of 10 marks each, Section B carries 2 questions of 7.5 marks each and Section C carries 5 questions 2 marks each.

<u>**SECTION - A**</u>   **10×02 = 20 Marks**

Q. 1: Read the Case Study and answer the questions given below:

Trends in Application of Information System in Human Resource Management
Information technology applications have largely taken over Human Resources management functions. Human Resources software, core HR IT systems, cloud-based and outsourced, these systems form an alphabet soup of opportunities that can sometimes be confusing and overwhelming for business owners. HRIS technology trends are changing and challenging vendors to come up with next-generation solutions for employers. According to the research firm IDC, spending on Human Resources cloud systems that record employee information over the internet hit $4.8 billion in 2012. The interest in core HRIS software remains strong as more companies move away from in-house on-premises solutions.
Companies now value products that integrate Enterprise Resource Planning (ERP) with HRMS. They appreciate the traditional human resources software hire-to-retire processes like recruiting, archiving, performance management, and compensation, but they want to align that data with the ability to track and manage workers external to the organization.

Question: Developing companies are looking for more than record keeping in HRIS. According to a Workforce survey, a large number of employers want to replace, upgrade, re-imagine, or re-implement their core HR systems to make them more user-friendly for the workforce and easier to maintain from an IT standpoint. List 10 features you will like to associate with the aforementioned outline of User-Friendly HRIS.

Q. 2: Read the Case Study and answer the questions given below:

Data as jet fuel: Boeing
Boeing's DNA is built around a long business cycle and one that puts safety first. So whether you are developing airplanes, fighter jets, or satellites, progress can be barely perceptible, like a giant cog rotating. Digital developments, on the other hand, are tiny cogs, moving 100 times faster.
"Boeing has been working with its customers for decades to turn data into real-world tools that transform their business, saving them time and money and improving passenger experiences," said Stan Deal, president and CEO of Boeing Global Services.
"Around the world there are more than 4,300 airplanes covered by Boeing's Airplane Health Management, sending data direct from the airplane to airlines' operations and maintenance teams. For government customers we are reducing maintenance costs and increasing aircraft readiness through having the right information available at the right time. And our scientists are working every day to create the next product that turns data into deliverable solutions," Deal added.

Question: In business functions of HR, Finance & Marketing, how can Knowledge Management Systems help Boeing deliver an improved customer experience?

Q. 3: Explain the role of Information System to support Business Processes & Operations with reference to a business case example of Service industry.

Q. 4: Data Mining is primarily used today by companies with a strong consumer focus to "drill down" into their transactional data and determine pricing, customer preferences and product positioning, impact on sales, customer satisfaction and corporate profits.
Substantiate the statement with 2 relevant business examples. What are the tools which are used for Data Mining?

SECTION - C **02×05 = 10 Marks**

Q. 5 (A): How are Pivots Tables different from spreadsheet tables in MS Excel?

Q. 5 (B): Sam has an MS Excel file on his office desktop storing the sensitive Login IDs and Passwords of network access of the office. The desktop is sometimes used by other employees. Suggest ways he can protect the file.

Q. 5 (C): Prasad has data of 1000 customers in MS Excel, with details of their phone number & email amongst other particulars, not arranged in any particular order. He needs to copy the phone number in a separate MS Excel sheet which has the customer names ordered in sequence of their Date of Birth. Explain the fastest way to do this.

Q. 5 (D): Illustrate with example the use of the following in MS Excel:
 i. COUNT() & COUNTIF()
 ii. SUM() & SUMIF()

Q. 5 (E): Explain the use of the following functions with an example:
 i. POWER()
 ii. CORREL()