POST GRADUATE DIPLOMA IN MANAGEMENT (2018-20)
END TERM EXAMINATION (TERM -II)

Subject Name	ISM	Time: **02.00 hrs**
Sub. Code	PG12	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**

<u>**Case Study 1: SnapDeal.com: An E-commerce Entrepreneurial saga**</u>

SnapDeal.com is famous for the daily deals e-commerce business in India. In an interview, Kunal Bahl shares his story about the journey of Snap Deal, its way forward, and the present scenario of the e-commerce market in India. According to Mr. Bahl, Co-founder and CEO, Snap-Deal, The idea struck me when I came across an advertisement in Entertainment Publications (a priced discount coupon booklet on apparel, food, movies, and gizmos), selling over 10 million copies a year across 156 cities in the US to consumers who see it as a great bargain. This is because they recover the cost of the booklet within the first few transactions itself. The concept of coupons has, of course, been extremely successful in the US, with over 400 billion coupons released every year. With an increased disposable income in India, rising Internet penetration, and willingness of retailers to use the Internet as a channel for customer acquisition, there was a very large untapped market. We realized that small business owners had the potential of changing the landscape of local merchant e-commerce in India. Snap Deal was born in February 2010. There are approximately 90 million Internet users in India. A substantial number of these users would be shopping online for various products and services. We were sure, that given the attractiveness of the Snap Deal platform, we would be able to attract these customers to buy goods and services through our e-coupons.

In just 15 months' time, the business continued to grow at around 50%-60% month on month. They focused on doing the things correctly like to create an excellent customer experience on the website, to build brand and customer centric. Snapdeal constantly innovate on product and services and have three broad vertical branded products and accessories, travel and life style services. With each of these verticals there are sub categories, which deal with variety of products and services like electronics, health and beauty, entertainment etc. the idea is to keep innovating and offer customers a wide array of choices. Due to these innovations that they have been able to grow to eight million subscribers in a short span and continue to grow at the rate of one new subscriber in a short span every passing second. They are currently amongst the top 20 most visited websites in the country, and are rated the leading e-commerce company as per the Dataquest Sapient consumer survey 2011.

Regarding Challenges according to Mr. Behl, the initial challenge was to hire people so that we can expand rapidly. We started operations from a residential area, which made it extremely difficult to hire people. Prospective employees did not turn up for interview. We did not have good technology talent when we started, and that proved to be a big challenge given we were building an e-commerce platform. However, we were able to weather many of these challenges of attracting bright, talented professionals, and today; we have a team of more than 400 talented professionals in our organization across the country, which is expected to grow to 700 team members by the end of 2011. One of the most difficult tasks was convincing investors to fund our venture. We approached 15 venture capitalists and managed to get funds from just one. While some investors liked our idea, Pursuing retailers was another big challenge because they were averse to trying something new. To

them, we were just sales guys, not dissimilar to the ones they met every day. Rohit Bansal, (co-founder of Snap deal) and would often sit outside restaurants for hours to meet the managers. Over a period of time, we have expanded to a large number of cities and categories, including travel and products

Q1:
   a) **Discuss the case and put forward your point thinking that the Indian e-commerce market is immature?**
   b) **What lesson you have learnt regarding the development of successful e-commerce business and justify your answer with reference to Snapdeal success in short spans of time.**

Case Study 2:
Artificial Intelligence and Out of Box Solutions
Fuzzy logic seems closer to the way our brains work. We aggregate data and form a number of partial truths which we aggregate further into higher truths which in turn, when certain thresholds are exceeded, cause certain further results such as motor reaction. A similar kind of process is used in neural networks, expert systems and other artificial intelligence applications. Fuzzy logic is essential to the development of human-like capabilities for AI, sometimes referred to as artificial general intelligence: the representation of generalized human cognitive abilities in software so that, faced with an unfamiliar task, the AI system could find a solution.

Q. 2: Explain with business examples, the application of Fuzzy Logic, Artificial Intelligence and Neural Networks to deliver an improved customer experience.

<div align="center">SECTION - B</div>   7.5×02 = 15 Marks

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

Q. 4: Select a product or service that you want to deal in. Make a detailed plan to develop an e-commerce portal accordingly.

<div align="center">SECTION - C</div>   02×05 = 10 Marks

Q. 5 (A): Discuss the various types of e-commerce and how has e-commerce changed business to business transactions?

Q. 5 (B): What is the difference between What-if-analysis and sensitivity analysis?

Q. 5 (C): Discuss the components of expert system.

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()