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POST GRADUATE DIPLOMA IN MANAGEMENT (2023-24)
END TERM EXAMINATION (TERM - I)

Subject Name: **Information Systems for Business**

Time: **02.00 hrs**

Sub. Code: **PG18**

Max Marks: **40**

Note:

All questions are compulsory. Section A carries 5 marks: 5 questions of 1 marks each, Section B carries 21 marks having 3 questions (with internal choice question in each) of 7 marks each and Section C carries 14 marks one Case Study having 2 questions of 7 marks each.

SECTION - A

Attempt all questions. All questions are compulsory.

1×5 = 5 Marks

Q. 1: (A). What are enterprise applications?

Q. 1: (B). Explain Business Intelligence.

Q. 1: (C). What are the components of an information system?

Q. 1: (D). What are some emerging technologies in information systems?

Q. 1: (E). How can businesses compete in the information age?

SECTION – B

All questions are compulsory (Each question have an internal choice. Attempt any one (either A or B) from the internal choice)

7 x 3 = 21 Marks

Q. 2: (A). What is an information system and how does it differ from a data processing system?

OR

Q. 2: (B). What is business intelligence and how is it used in competitive decision-making?

Q. 3: (A). How do Transaction Processing Systems differ from Business Intelligence Systems?

OR

Q. 3: (B). What are the differences between a traditional database management system and Data warehouse?

Q. 4: (A). What are some of the contemporary trends in Supply Chain Management?

OR

Q. 4: (B). How can user education and training help enhance information security within an organization?

SECTION - C

Read the case and answer the questions

7×02 = 14 Marks

Q. 5: Case Study:

Retail is one of the most competitive and stingiest industries in America, boasting some of the most dissatisfied workers across the board. Walmart Stores employees began a week-long strike in Miami, Boston, and the San Francisco Bay Area to publicly display their immense dissatisfaction with the multinational corporation. Employees at Amazon's fulfillment center in Leipzig,

Germany, went on strike demanding higher wages and better benefits. Just search retail strikes and you will find numerous examples of dissatisfied employees doing what they can to improve their situations. However, there is one company that will not appear on the list— Costco Wholesale! Costco Wholesale, the second-largest retailer in the United States behind Walmart, is an anomaly in a world where retailers are closing their doors due to the inability to compete with online prices. Retail stores such as Aeropostale, Sears, and Macy's are all feeling the pressure of the online marketplaces of today's digital world. Costco requires a \$55-a-year membership fee for access to its massive warehouses supplied floor to ceiling with generous portions of everything from olive oil to paper towels. While many businesses are losing customers to the Internet, Costco's sales have grown 40 percent and its stock price has doubled.

Treating employees exceptionally well is the secret to Costco's success. Costco employees make an average of \$20 an hour, not including overtime and 88 percent of Costco employees have company-sponsored health insurance. Costco treats its employees well in the belief that a happier work environment will result in a more profitable company. It is obvious Costco is thriving in one of the toughest retail markets in history.

The style of Costco is minimalist with no-frills industrial shelving stocking the 4,000 different products. Products are marked up 14 percent or less over cost. Items such as diapers, suitcases, and tissues, which it sells under its in-house Kirkland Signature brand, get a maximum 15 percent bump. After accounting for expenses such as real estate costs and wages, Costco barely ekes out a profit on many of its products. Eighty percent of its gross profit comes from membership fees; customers renew their memberships at a rate of close to 90 percent.

"They are buying and selling more olive oil, more cranberry juice, more throw rugs than just about anybody," says David Schick, an analyst at Stifel Nicolaus. And that allows Costco to get bulk discounts from its suppliers, often setting the industry's lowest price. Even Amazon can't beat Costco's prices, which means that "showrooming," or browsing in stores but buying online for the better price, isn't much of a concern for Costco.

The company's obsession with selling brand-name merchandise at cut-rate prices occasionally gets it into trouble. Tiffany filed a multimillion-dollar trademark infringement suit against Costco, alleging it improperly labeled merchandise as "Tiffany engagement rings." Costco calls it "an honest mistake" and rebranded the label "Tiffany-style." The suit is pending.

Buying Happiness

When you work hard every single day, you want to spend your hard-earned funds on what science says will make you happy. The Commerce Department released data showing that American consumers are spending their disposable income on eating out, upgrading cars, renovating houses, sports, health, and beauty. Data shows restaurant spending has increased 10 percent over the last year, and automotive sales have increased 7 percent. Analysts say a wider shift is occurring in the mind of the American consumer, spurred by the popularity of a growing body of scientific studies that appear to show that experiences, not objects, bring the most happiness. The Internet is bursting with the "Buy Experiences, Not Things" type of stories that give retailing executives nightmares. Millennials—the 20- and 30-something consumers whom marketers covet—are actively pursuing this new happiness mentality.

A 20-year study conducted by Dr. Thomas Gilovich, a psychology professor at Cornell University, reached a powerful and straightforward conclusion: don't spend your money on things. The trouble with things is that the happiness they provide fades quickly. New possessions quickly become old and what once seemed novel and exciting quickly becomes the norm. The bar is constantly rising and new purchases lead to new expectations. As soon as we get used to a new possession, we look for an even better one. And of course we are always comparing ourselves to the neighbors. By nature, we are always comparing our possessions, and as soon as we buy a new car, a friend buys a better one—and there's always someone with a better one.

Gilovich is not the only person believing experiences make us happier than possessions. Dr. Elizabeth Dunn at the University of British Columbia attributes the temporary happiness achieved by buying things to what she calls "puddles of pleasure." In other words, that kind of happiness evaporates quickly and leaves us wanting more. Things may last longer than experiences, but the memories that linger are what matter most!

Questions

- Q. 5: (A).** Imagine you are working for Costco as a manager in its Chicago store. Your boss does not understand the difference between data, information, business intelligence, and knowledge. Using examples of products and services available at Costco, provide examples of each to help your boss understand these important concepts.
- Q. 5: (B).** Explain why it is important for Costco's corporate accounting, marketing, and operations management business units to access and analyze information about your store's sales. What could happen if your store sales were not shared with the different business units at Costco's headquarters?

Mapping of Questions with Course Learning Outcome

Question Number	COs	Bloom's taxonomy level	Marks Allocated
Q. 1:	1	L2	5 marks
Q. 2:	2	L3	7 marks
Q. 3:	3	L5	7 marks
Q. 4:	3	L5	7 marks
Q. 5:	4	L3	14 marks