Roll No…………

GL BAJAJ
Institute of Management & Research
Greater Noida
FIND YOUR SPARK

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POST GRADUATE DIPLOMA IN MANAGEMENT (2024-26)
END TERM EXAMINATION (TERM -II)

Subject Name: **Information Systems for Business**	Time: **02.00 hrs.**
Sub. Code: **PG27**	Max Marks: **40**

Note: All questions are compulsory. Section A carries 12 marks: 6 questions of 2 mark each, Section B carries 18 marks having 3 questions (with internal choice question in each) of 6 marks each and Section C carries 10 marks one Case Study having 2 questions of 5 marks each.

Kindly write the all the course outcomes as per your TLEP in the box given below:

CO1- Understand the fundamental concepts and role of Information Systems in solving business problems
CO2- Describe and use types of Information systems in various business functions for decision making
CO3- Evaluate Information Systems development approaches in Business functions
CO4- To understand and use ERP for Competitive Advantage in business

SECTION - A

Attempt all questions. All questions are compulsory.   **02×6 = 12 Marks**

Questions	CO	Bloom's Level
Q. 1: (A). Describe the components of Information Systems, with diagram.	1	L2
Q. 1: (B). Explain how Information Systems give competitive advantage to businesses.		L2
Q. 1: (C). Explain, what do you understand by the statement "Putting Enterprise into Enterprise", by Thomas Hayes Davenport.		L3
Q. 1: (D). Describe the Agile Model of System Design with a diagram.	2	L2
Q. 1: (E). Distinguish between a Virus, Malware and Trojan, with examples.		L4
Q. 1: (F). Distinguish between a Password and CAPTCHA.		L4

SECTION – B

All questions are compulsory (Each question have an internal choice. Attempt any one (either A or B) from the internal choice)   **06x3 = 18 Marks**

Questions	CO	Bloom's Level
Q. 2: (A). What steps make up the System Development Life Cycle with structured analysis? Discuss each step with the help of examples.	3	L2
Or		
Q. 2: (B). i) Discuss various types of FEASIBILITY STUDY. **ii)** Explain about documents generated at each stage of a "Waterfall Model" in brief.	3	L3
Q. 3: (A). Describe and draft a Security Policy to authenticate a user for payment on a Banking Website, with a minimum of 4 levels.	2	L1
Or		
Q. 3: (B). Suppose your business had an e-commerce website where it sold goods and accepted credit card payments. Discuss the major security threats to this website and their potential impact. What can be done to minimize these threats?	2	L3
Q. 4: (A). Analyze the challenges associated with implementing ERP systems across on-premises, web-enabled, and cloud-based environments, supported by relevant illustrations.		

Or **Q. 4: (B).** Analyze the influence of the following technologies on contemporary Supply Chain Management (SCM) practices, highlighting their applications and benefits through relevant examples:	4	L3
i) 3D Printing/Additive Manufacturing ii) Drones iii) RFID (Radio-Frequency Identification)	4	L4

SECTION - C

Read the case and answer the questions   **05x2 = 10 Marks**

Questions	CO	Bloom's Level
Q. 5: Case Study: E-Commerce Supports Field Employees at Maybelline Maybelline is a leader in color cosmetics products (eye shadow, mascara, etc.), selling them in more than 70 countries worldwide (maybelline.com). The company uses hundreds of salespeople (field merchandising representatives, or "reps"), who visit drugstores, discount stores, supermarkets, and cosmetics specialty stores, to close deals. This method of selling has proved to be effective, and it is used by hundreds of other manufacturers such as Kodak, Nabisco, and Procter & Gamble. Sales reps from any company need to know, as quickly as possible, when a deal is closed or if there is any problem with the customer. Information technology has been used extensively to support sales reps. Until 2000, Maybelline, as well as many other large consumer product manufacturers, equipped reps with an Interactive Voice Response (IVR) system, by means of which they were to enter, every evening, information about their daily activities. This solution required that the reps collect data with paper-based surveys completed for every store they visited each day. For example, the reps note how each product is displayed, how much stock is available, how items are promoted, etc. In addition to the company's products the reps survey the competitors' products as well. In the evening, the reps translated the data collected into answers to the voice response system, which asked them routine questions. The reps answered by pressing the appropriate telephone keys. The IVR system was not the perfect way to transmit sales data. For one thing, the old system consolidated information, delivering it to top management as a hard copy. Also, unfortunately, these reports sometimes reached top management days or weeks too late, missing important changes in trends and the opportunities to act on them in time. Frequently, the reps themselves were late in reporting, thus further delaying the needed information. Even if the reps did report on time, information was inflexible, since all reports were menu driven. With the voice system the reps answered only the specific questions that applied to a situation. To do so, they had to wade through over 50 questions, skipping the irrelevant ones. This was a waste of time. In addition, some of the material that needed to be reported had no matching menu questions. Considered a success in the 1990s, the system was unable to meet the needs of the twenty-first century. It was cumbersome to set up and operate and was also prone to input errors. The E-business Solution Maybelline replaced the IVR system by equipping its reps with a mobile system, called Merchandising Sales Portfolio (MSP), from Thinque Corp. (thinque.com). It runs on handheld, pen-based PDAs (personal digital assistants), which have handwriting recognition capability (from NEC), powered by Microsoft's CE operating system. The system enables reps to enter their information by hand-writing their reports directly at the clients' sites. From the handheld device, data can be uploaded to a Microsoft SQL Server database at headquarters every evening. A secured Internet connection links the PDA to the corporate intranet (a synchronization process). The new system also enables district managers to electronically send daily schedules and other important information to each rep. The system also replaced some of the functions of the EDI (Electronic Data Interchange) system, a pride of the 1990s. For example, the reps' reports include inventory-scanned data from retail stores. These are processed quickly by an order	2	L5

management system and passed whenever needed to the shipping department for inventory replenishment. In addition to routine information, the new system is used for decision support. It is not enough to speed information along the supply chain; managers need to know the reasons why certain products are selling well, or not so well, in every location. They need to know what the conditions at retail stores affecting the sales of each product, and they need to know it in a timely manner. The new system offers those capabilities.

The Results: The system provided managers at Maybelline headquarters with an interactive link with the mobile field force. Corporate planners and decision makers can now respond much more quickly to situations that need attention. The solution is helping the company forge stronger ties with its retailers, and it considerably reduces the amount of afterhours time that the reps spend on data transfer to headquarters (from 30–50 minutes per day to seconds).

The new system also performs market analysis that enables managers to optimize merchandising and customer service efforts. It also enables Maybelline to use a more sophisticated interactive voice response unit to capture data for special situations. Moreover, it provides browser-based reporting tools that enable managers, regardless of where they are, to view retail information within hours of its capture. Using the error-checking and validation feature in the MSP system, reps make significantly fewer data entry errors.

Finally, the quality of life of Maybelline reps has been greatly improved. Not only do they save 30 to 40 minutes per day, but also their stress level has been significantly reduced. As a result, employee turnover has declined appreciably, saving money for the company.

Case Questions:

1. What advantages do they have over even older systems in which the reps mailed or faxed reports? Summarize the advantages of the new system over the IVR one.
2. Explain why Maybelline's new reporting system is an e-commerce application.
3. **The existing technology enables transmission of data any time an employee can access the Internet with a wireline. Technically, the system can be enhanced so that the data can be sent wirelessly from any location as soon as they are entered. Would you recommend a wireless system to Maybelline? Why or why not?**

Kindly fill the total marks allocated to each CO's in the table below:

COs	Marks Allocated
CO1	05 Marks
CO2	21 Marks
CO3	07 Marks
CO4	07 Marks

(Please ensure the conformity of the CO wise marks allocation as per your TLEP.)

Blooms Taxonomy Levels given below for your ready reference:

L1= Remembering
L2= Understanding
L3= Apply
L4= Analyze
L5= Evaluate
L6= Create