



INDIAN INSTITUTE OF MATERIALS MANAGEMENT

Dec 2022

Post Graduate Diploma in Logistics & SCM
Post Graduate Diploma in Materials Management - 2 years
PAPER No.11 (enrollment code –CPM, CPS)
PAPER No. 8(enrollment code- PMM,PSM)
Management Information System

Date : 13.12.2022
Time : 10.00 a.m to 1.00 p.m.

Max. Marks : 70
Duration : 3 Hrs.

Instructions:

1. From Part A – answer all questions (compulsory). Each sub questions carries 1 mark. **Total : 20 Marks**
2. From Part B – Answer any 3 questions out of 5 questions. Each question carries 10 marks. **Total :30 Marks**
3. Part C is a case study (compulsory) with questions. Read the case study carefully and answer the questions **Total: 20 Marks**

Part – A **(20 Marks)**
(Attempt all questions. Each sub question carries 1 mark.)

Q.1 Fill in the blanks: **(5 marks)**

1. User in e-Commerce can be an individual, _____ or the government of a country.
2. In Microsoft Excel 2016, the new _____ feature allows users to easily filter data from Pivot table.
3. Database is an organized collection of data held in a logical and _____ manner.
4. _____ is the knowledge which is represented through words & numbers.
5. _____ is necessary to encourage employees to give their best performance

Q.2 Write Full form of the following **(5 marks)**

- a. WAN
- b. DNS
- c. NIC
- d. MSS
- e. HOLAP

Q.3 State true or false: **(5 marks)**

1. Commercial activities performed through electronic media are Time Consuming.
2. The right most label depicts the Top-level domain and each label towards left depicts sub domains.
3. System designing takes into account the different process from the architecture to the required hardware and software.
4. The marketing Information system helps in formulating Various new marketing strategies.
5. Client server PMS refers to implemented as a program on the desktop of computer of each user

Q.4 Choose the correct option:**(5 marks)**

1. In a Spread Sheet program, data or information is inserted in a:
a) Worksheet b) Workbook c) Rows d) Cell
2. The disadvantage of Computer network is/are:
a) Expansive Installation b) Regular maintenance c) Server failure d) All of these
3. Which of these is not a type of OSS?
a) TPS b) DSS c) ECS d) PCS
4. Methods used for knowledge acquisition from top level to the bottom level:-
a) Observation method b) Protocol method c) Expert opinion d) None of these
5. Which of the following PMS combines project management process with other aspects of an organization?
a) Desktop PMS b) Client server PMS c) Integrated system PMS d) Web based PMS

PART –B**(30 marks)****(Answer any three questions out of five questions. Each question carries 10 marks)**

- Q.5 What is Information System? Explain Need, Structure and Physical Components of MIS.
- Q.6 Explain basic components, models and types of networks and their Usage.
- Q.7 Describe DBMS. Also Elaborate Business Intelligence & Business Analytics.
- Q.8 Define DSS its Components & steps involved in process of Decision making.
- Q.9 What is a Project Management Information System and also explain the significance of Project Management Software?

PART –C**(20 marks)****(Compulsory)****Q.10 Read the following case and answer the questions:**

Coca-cola Amatil, headquartered in Australia, is of one the largest bottlers distributors of ready to drink beverages in the Aisa-pacific region. Trax is a technology company headquartered in Singapore whose computer vision technology is used by FMCG companies and retailers. Trax uses a cascade of advance engine to go from store images to self insight.

Prior to using Trax's imaging technology, Coca-cola Amatil was dependent on basic and manual data assessment. Trax technology which is fast and real time found that while Coca-cola Amatil led the market in the iced tea category with a product penetration rate 15% higher than its main competitor, the brand's shelf share was under represented at 4% less than its rival. Coca-cola Amatil wanted to identify region for its lower shelf representation. Trax's analysis discovered that Coca-cola competitor had more flavours on offer. To counter the tendency of shoppers to experiment with flavours, Coca-cola Amatil developed a promotional offer of "buy 5 get 1 free". Trax provides insight in to the region and stores that needed maximum assistance. Trax allowed Coca-cola Amatil to focus on key region and successfully increased store level sale by 5% in just 2 weeks.

Questions: (2 x 10 = 20 marks)

- Q.1: Discuss the problem detected by Trax with Coca-cola Amatil
- Q.2: How Coca-cola Amatil-Trax use the big data and business intelligent to solve problem? Answer in brief.
