



INDIAN INSTITUTE OF MATERIALS MANAGEMENT  
Post Graduate Diploma in Materials Management

1  
June 2014

Paper 18.B

DECISION SUPPORT SYSTEM

Date: 21.06.2014

Time: 2.00 p.m. to 5.00 p.m.

Max. Marks 100

Duration 3 hours

**Instructions:**

1. From part "A" answers all questions (compulsory). Each sub-question carries 1 mark.
2. From part "B" answers any three questions out of 5 questions. Each question carries 16 marks.
3. Part "C" is a case study (compulsory).

Total marks = 32.

Total marks =48.

Total marks = 20

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**PART A**

( 1 x32 = 32 marks)

**Q.1. Expand the following**

- |        |        |         |         |
|--------|--------|---------|---------|
| 1] WWW | 2] GUI | 3] CRM  | 4] DBMS |
| 5] WAN | 6] VBA | 7] OLAP | 8] ETL  |

**Q.2 State true or false**

1. Normative decision making theory describes how decisions should be made in order to accommodate a set of axioms believed to be desirable.
2. A Model represents a way of looking at the world with a set of assumptions that enable us to understand or predict behavior ..
3. Decision Making is a recursive process.
4. Management Information System represents a more useful higher level form of Management support using information rather than just data.
5. Strategic decisions are taken by top management based on available short term data
6. Multiple equation Method of forecasting is concerned with a variable that changes with time and is generally dependent upon current time
7. Historical data of many months or years is generally stored in Data Warehouses to support historical analysis

8. Data smoothing technique in which data values are sorted by consulting neighborhood values is called Binning..

**Q.3 Match the following**

A	B
1 Basic level operators	A Management Information System
2 No Specific decision or suggestion	B Scientific and Statistical data analysis and visualization
3 Sequence of recorded user actions	C Principal Component Analysis
4 Decision Support System	D Time series forecasting
5 Moving average method	E Top Managers and Executives
6 Method of Data Compression	F Macro in Excel Programming
7 Middle Managers	G Electronic Data Processing
8 MATLAB	H Passive DSS Models

**Q.4 Fill in the blanks**

1. Developing new techniques for encryption is called \_\_\_\_\_.
2. \_\_\_\_\_ can aid human cognitive deficiencies by integrating various sources of information and providing intelligent access to relevant knowledge
3. A \_\_\_\_\_ is the main repository of an organization' s historical data, its corporate memory.
4. In \_\_\_\_\_ Data encoding or transformations are applied so as to obtain a reduced or compressed representation of the original data.
5. The output of the meeting depend on the \_\_\_\_\_ and \_\_\_\_\_ contributed by the participants .
6. \_\_\_\_\_ is an interactive computing environment that can be used for scientific and statistical data analysis and visualization
7. The benefits of \_\_\_\_\_ include better interaction more straight forward and effective communication..
8. A \_\_\_\_\_ supports the availability of all critical business data in standard form for rapid enquiry, analysis, and reporting .

**PART B**

Answer any 3 questions

16 x3= 48 marks

- Q.5** Describe the different role and responsibilities required for a Data Warehouse project.
- Q.6** a) Explain the advantages and Limitations of Decision Support System  
b) Compare the contrast between the Programmed verses Non Programmed decisions.
- Q.7** Write short notes on  
a) Customer Relationship Management Software.  
b) Meta Data  
c) Wavelet Transformation
- Q.8** “ Proper application of Decision Making tools increases productivity, efficiency & effectiveness and comparative advantages. “ Justify the statement .
- Q.9** a) What do you understand of the term ‘ Risk ’ .? Discuss the meaning of Risky Situation from your own experience.  
b) Discuss the steps involved in natural and intuitive Decision Making Process.

**PART C**

20 Marks

- Q.10.** Mr. Ram Autar Agrawal , MD of M/s. Hot & Cold Foods Pvt. Ltd. Has decided to improve the performance of materials department in general and inventory in particular of his organization. He has given nod to his Materials Manager Mr. Purushotam Agrawal to appoint a consultant to revamp the department. Mr. Purushotam Agrawal appointed you to complete the given assignment. You have been given access to all the required data to analyze and take remedial action.

You have found that the demand for a particular product for six months is as below.

<u>Month</u>	<u>Demand</u>
APRIL	42000
MAY	41000
JUN	43000
JULY	38000
AUGUST	35000
SEPTEMBER	37000

Calculate the three months average for each month and forecast for the month of October

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