



# INDIAN INSTITUTE OF MATERIALS MANAGEMENT

## Post Graduate Diploma in Logistics & SCM Post Graduate Diploma in Materials Management - 2 years PAPER No. 9 (enrollment code- PGMM, PGSM)

June 2025

### IT Applications in Management

Date : 18.06.2025  
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. **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. \_\_\_\_\_ is a flexible approach to business operations that enables companies to quickly adapt to changes in the market or consumer behaviour.
2. \_\_\_\_\_ analyses time-ordered data to identify trends, seasonality, and anomalies, such as forecasting stock prices.
3. Compromise of data security resulting in leakage of private information is called \_\_\_\_\_.
4. \_\_\_\_\_ looks at past and present data to make predictions.
5. The \_\_\_\_\_ model involves companies selling products directly to consumers, bypassing traditional intermediaries like wholesalers and retailers.

#### Q.2 . Match The Following:

( 5 Marks)

##### A

1. IaaS
2. Block chain
3. Time Series
4. Big Data
5. Internet of Things

##### B

- A. Stock price prediction
- B. Veracity
- C. Sensors
- D. Cloud Computing
- E. Immutable

#### Q. 3. Say True or False

(5 Marks)

1. Improved decision making is the key benefit of Big Data Analysis.
2. Linear regression analysis is used to predict the value of a variable based on the value of another variable.
3. Text Analytics, also referred to as Textual statistical evaluation
4. Predictive analytics does not involves taking historical data
5. SaaS is the service of IOT

#### Q. 4. Write the full forms of the following

( 5 Marks)

1. DMS
2. GDPR
3. TPS
4. PaaS
5. VM

## **PART – B**

**(Answer Any Three. Each question carry 2 x 5 = 10 marks)**

**[30 Marks]**

- Q.5. A) What are the key drivers of IT innovation and disruption? **(5 Marks)**  
B) Explain the key characteristics of Data Centers, also explain the service models of Cloud computing. **(5 Marks)**
- Q.6. A) Explain why data management is important? What are the key differences between Data mart and Data warehouse. **(5 Marks)**  
B) What is IOT and describe different components of a typical IOT. Also give any two real life examples of IOT **(5 Marks)**
- Q.7. A) Explain any three types of computer networks. Also explain any two wireless network and their standards **(5 Marks)**  
B) What are the key concerns of Data privacy. How do GDPR help organizations enhance cyber security **(5 Marks)**
- Q.8. A) Explain the difference between descriptive and predictive analytics. Also explain different methods and techniques used for descriptive analytics **(5 Marks)**  
B) What do you understand by Big Data? Explain the key characteristics of Big Data. Mention two real World applications of Big data **(5 Marks)**
- Q.9. A) Explain the role of social web tools like discussion platforms, video conferencing contribute to workplace collaboration **(5 Marks)**  
B) Explain different E-commerce models. Also give two examples of each **(5 Marks)**

## **PART - C [Compulsory ]**

**[ 20 Marks]**

**Q. 10 Read the following case answer the questions.**

This case discusses the problems faced by leading Indian e-tailer Flipkart Online Services Private Limited (Flipkart) in the Indian e-commerce market. Faced with a fund crunch, heavy losses, tough competition, a management churn at the top, and tougher government regulations, Flipkart found itself in the middle of a storm with the imminent possibility of it ceding the top slot to rival Amazon in the online retail market in India. The company's new CEO Kalyan Krishnamurthy (Krishnamurthy) faces an uphill challenge in improving Flipkart's flagging sales growth, stemming market share losses to Amazon, and sustaining its dominant position in the Indian e-commerce space.

**Questions ( 2 x 10 = 20 marks)**

1. Do you think that Data Analytics and Business Intelligence can help the Flipkart online services to revive the business?
2. Do you think that the correct implementation and application of AI technologies will help the Flipkart to compete in Indian Market?

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