**JAIPURIA INSTITUTE OF MANAGEMENT, INDORE**

**PGDM**

**THIRDTRIMESTER (Batch 2020-22)**

**END TERM EXAMINATION, MAY-2021**

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| Course Name | **Management Information Systems** | Course Code | **ITO301** |
| Max. Time | **2 hours** | Max. Marks | **40** |

**INSTRUCTIONS:**

**Questions.1** Select any three companies in different industries such as banking, retail store, airlines or package delivery that you do business with? How IT in each company use to engage you, keep you informed or create a unique customer experience? How effective is use of digital technology in keeping you a loyal customer?  **(10)**

**Questions.2 Analyze following case and answer the questions:**

**A Day Late and Thousands of Dollars Short**

You’ve been manager at Zymurgy Distributers for only 3 months. It is your first job out of college and a big break. One of the reasons you were hired was that you had worked as a student intern for Zymurgy for 2 years during the Wing Thing Fair. Wing Thing was really a contest among restaurants, fast-food vendors, and people around town that think they have the best recipe for barbeque wings. You always thought the name was stupid, but you couldn’t ignore the 30,000 to 35,000 people who attended every year.

Each year Zymurgy Distributers has the energy drinks concession for the fair. The profits usually amount to about $2 per attendee. That’s more profit in a weekend than your yearly salary plus bonus. You were in charge of deciding which energy drinks to sell at the Wing Thing this year, and you were desperate to make the right decision.

How much of premium and specialty energy drinks? How much energy drinks stations should be located around the fair? Where should they be located? How many people should you hire to staff the energy drinks stations? Lots of question, and you were responsible for having the correct answers.

But this year, things were bad. Thirty-nine thousand people attended a new record. But the profits from energy drinks were less than $50,000. You should have made almost $80,000 in profits. You knew you did badly, and the visit from your boss just made it worse. You wouldn’t get fired, but there wouldn’t be bonus this year. Even worse, your boss wants to take the Wing Thing away from next year.

To keep the Wing Thing, you’ll have to analyze what you did wrong, explain to your boss how you’d fix the problem, and make a great plan for next year. You’ve been thinking about what went wrong, and you have plenty of ideas.

One thing was that you were unsure of yourself, and so you hired a marketing consultant to make recommendations. That report was mailed to you and arrived the Monday after the Wing Thing weekend. Several pieces of information were in the report. One prediction was that 10 percent of people at the fair would bring a pet. That was interesting, but it didn’t help to predict energy drinks sales.

Age and gender have been two good predictors in the past. People aged 21 to 25 tend to purchase less expensive energy drinks. Those older than 25 tend to purchase more expensive energy drinks, which have higher profit margin.

Weather is also a predictor. The warmer the day, the more energy drinks will be sold. The weather forecast for the next two days has been pretty accurate, so you could have used that information to predict energy drinks.

**Questions:**

1. Information should be timely, accurate, complete, and relevant. Discuss the information you received from the consultant in these terms. Be as specific as you can. Don’t just say something was wrong; explain why it was wrong and what could have made it right?

2. Assume your boss lets you run Wing Thing sales next year. Also assume that you want to collect information during Wing Thing that will help energy drinks sales for the following year. What information should you collect? How the information is timely, accurate, relevant, and complete?

3. What IT tools and MIS you suggest that will help you in planning next year’s Wing Thing event? **(3+4+3= 10)**

**Questions.3** A company has several departments. Each department has a manager and at least one employee. Employee is assigned to a project. Write queries in SQL for the following statements. These queries can be further used for generating various reports. Suggest which query can generate which type of report for organizational decision making.

1. Select employees having department name “Analytics”.
2. Select name of the employees working on project id MRT2015log having age greater than 45.

c) Select age of the supervisor who lives in “Lucknow” or “Kanpur” and department name as “Sales”. **(3+3+4= 10)**

**Questions.4** Explain following relationship and structure of tables generated using MS- Access: **(10)**

