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| **C:\Users\ADMIN\Desktop\j.png** | **JAIPURIA INSTITUE OF MANAGEMENT, INDORE**  Post Graduate Diploma in Management |
| **Course Title: Digital Transformation, (Course Code: 40832)**  **End-Term Examination, Term - V (January, 2025)** | |
| **Time Duration : 2 Hours Total Marks: 40** | |

***General Instructions*:**

1. *Answer the questions as directed. The break-up of the marks is given wherever necessary.*
2. *The Q4 dashboard could be created in Excel or PowerBI and saved with your Enrollment No. and explanation would be written in the Answer Sheet.*
3. *Do not write on the question paper except your roll number.*

Q1. EduSpark, a fast-growing EdTech startup, provides online courses to thousands of students across the globe. The platform was initially hosted on an on-premises server due to budget constraints during the early stages. However, as the user base has grown exponentially, the current infrastructure is no longer sufficient to support the business's needs. Suggest to them how they will able to handle this problem and suggest which type of platform is specifically able to handle their issues. **(7 marks)**

Q2. Anuj, a developer, has created CRM software designed specifically for an FMCG company. Anil, a member of the operations team, is tasked with installing the software at the client’s location. However, during the installation process, Anil encounters several challenges, including errors, compatibility issues, and unexpected system behaviours. Frustrated by these problems, he raises the matter on the organization’s WhatsApp group. In response, Amit from the development team replies, "The code works perfectly on the developer’s laptop." If you were to face a similar situation in your organization, what steps would you take to ensure such issues are resolved effectively and prevented in the future? **(7 marks)**

Q3 (a) The cosmetics manufacturing company gets orders from different clients both from urban and rural areas. If they have 300 units to sell, how do they decide who will get the order first fulfilled? Which of the bidders would not be able to get his demand completely fulfilled, explain the reason for the same**. (3 marks)**

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| **Bidder** | **Price / Quantity** |
| 1 | (25, 80) |
| 2 | (30, 70) |
| 3 | (41, 50) |
| 4 | (38, 60) |
| 5 | (15, 120) |

(b) When an organization would be planning for a multi-item forward auction, and suppose it is again a selling kind of auction, the set of items to be sold are A, B, C, D, and E, and having only one unit of each. 2 bidders submit the bundle bids, which bidding combination would be giving highest profit. **(3 mark)**

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| **Buddle of bidder -1** | **Buddle of bidder -2** |
| 1000 units (A, B, C) | 75 units (A, E, D) |
| 500 units (B, C, D) | 200 units (D, E) |
| 75 units (B, D) | 100 units (A, B) |
| 65 units (B, D) | 75 units (D, E) |
| 50 units (A, B, C) | 200 units (B, C) |

Q4. Based on the **customer\_sales.xlsx** data, prepare a dashboard by which the organization could make some decisions to improve the overall position of the organization. **(10 Marks)**

Q5. (a) Calculate which item has more probability of being recommended by an e-commerce website to their customers, find out the support and confidence A, B, C, A->C, B->D **(5 Marks)**

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| **Transaction ID** | **Items Bought** |
| 2500 | {A, B} |
| 1200 | {A, B, C} |
| 4200 | {A, B, D} |
| 5500 | {D, F} |
| 2550 | {B, C} |

(b) What would you pair with Hot chocolate? Explain with calculation. **(5 marks)**

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| **Product 1** | **Product 2** |
| Hot chocolate | Cheese |
| Maggi | Chips |
| Milk | Cheese |
| Shampoo | Shaving Cream |
| Hot chocolate | Cheese |
| Maggi | Cheese |
| Cheese | Hot chocolate |
| Hot chocolate | Milk |
| Milk | Hot chocolate |
| Hot chocolate | Cheese |