

PG Even Semester (CBCS) Exam., April—2017

BUSINESS ADMINISTRATION

( 2nd Semester )

Course No. : MBACC-201

( Management Information System )

*Full Marks : 70*

*Pass Marks : 28*

*Time : 3 hours*

*The figures in the margin indicate full marks  
for the questions*

1. Read the following case and answer the question mentioned below :

The rug industry can be traced back over 2500 years in India. Even today, India still remains one of the world's largest exporter of handknotted rugs. However, most weavers have been living at the bottom of the pyramid with low incomes and are often exploited by middlemen.

Started by Mr. N. K. Chaudhary with only two looms and ₹ 5,000, 30 years ago, Jaipur Rugs has evolved into one of the largest

manufacturers of handknotted rugs in India. When starting the business, there were many weavers in Mr. Chaudhary's town. He was told that "these are the untouchable people" and "not allowed at home".

Jaipur Rugs has built up an integrated business system across the value chain of the rug industry, including the sourcing of raw materials, rug manufacturing, exporting and wholesaling. The business operations are supported by three different entities : Jaipur Rugs Company (JRC), Jaipur Rugs Incorporated (JRI) and Jaipur Rugs Foundation (JRF). JRC is responsible for the design and manufacturing of rugs. The finished products are for exports only. JRI handles the sales and export which is headquartered at USA. The JRF is a non-profit organization, was set up in 2004 to support the social mission of Jaipur with entrepreneurship development and social well-being.

As of 2015, Jaipur Rugs provides sustainable livelihood to over 40000 home-based artisans across 600 villages in India, 80% of whom are women and ₹ 120 crore turnover.

Analyze and discuss the management information system model implemented by Jaipur Rugs which led to the weaving of the lives of poor to global markets.

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OR

2. (a) Explain the term Information Resource Management. 2
- (b) Discuss from each caselets, the strategies adopted by each organization to tackle the market forces and sustain in the market : 4×3=12
- (i) The Global Replenishment System (GRS), a new Walmart replenishment system, has staged roll-outs beginning with some of the consumable and food suppliers. It has been in the works for a long time, though, beginning in 2008 with the global data synchronization network and continuing through 2010's strict data accuracy initiatives.
- GRS will be replacing Inforem (Inventory Forecasting and Replenishment Module).
- One of the biggest differences for supplier compared to existing system is that GRS uses item specific historical cleansed sales data to build forecasts and has a big emphasis on promotional/event planning. This means that forecast should be more accurate and event impact more measurable.

- (ii) Take the case of Hilton, which keeps its 25-year-old HHonors program fresh and thriving by continuously refining its messaging and its offers. Through continued customer data collection and measurement Hilton knows that each of its HHonors members, who are frequent guests. There are distinct groups of customers whose motivation and preferences vary significantly.
- Hilton uses these insights to deliver personalized guest messages based on individual purchase preferences. It engages members by asking how they prefer to earn and use rewards and their travel related interests. With this information, Hilton can personalize the hotel experience of each HHonor's member.
- (iii) Google's using generic strategy based on Porter's model. This generic strategy involves a broad market scope. Google offers products to practically everyone around the world. Google is a highly innovative company. The innovations include Google fiber, Google glass, Google map, Google+ to name a few. The Google search algorithm also evolves overtime to ensure competitive advantage against Yahoo! and Bing among others.

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3. What do you mean by business process re-engineering? Explain the needs and benefits of business process re-engineering in organizations with relevant examples. 4+10=14

**OR**

4. Explain how three levels of management differ in decision category. Elaborate how decision support system can be used to strengthen decision making in each level. 7+7=14

5. Write short notes on any *two* of the following : 7×2=14

- (a) What-if analysis  
(b) Optimization analysis  
(c) Goal seek analysis

6. In 2002, a group of illiterate and ignorant farmers could be seen conducting e-commerce transactions with great ease. All these became possible due to innovative and revolutionizing concept 'e-choupal' introduced by ITC. The e-choupal initiative aimed at networking the villages via the internet and procuring agricultural products from the farmers for export purposes. The initiative enabled farmers to sell their

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produce more conveniently and at much better prices. Starting with six e-choupals in 2000, ITC had managed to establish 1200 e-choupals in approximately 6500 villages in India. The next target is 100000 villages in next five to seven years. Management Gurus and companies in India as well as other parts of the world appreciated ITC's effort to successfully carry out this initiative.

Explain how ICT applied cross-functional systems like SCM, ERP, MIS, etc., enabled ITC to successfully build e-market place for farmers. 14

7. Discuss how artificial intelligence techniques are useful for business. Explain the different provisions necessary for securing the information system. 7+7=14

**OR**

8. What do you mean by fuzzy logic? How does fuzzy logic help the information systems managers? Explain. 5+9=14

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