

<b>Trimester II: March 2024</b>		
<b>Examination: End Term Examination</b>		
<b>Programme code: 08</b> <b>Programme: MBA EXE</b>	<b>Class: FY</b>	<b>Trimester: II</b> <b>(Batch 2023-2024)</b>
<b>Name of the Constituent College:</b> <b>K. J. Somaiya Institute of Management</b>		<b>Name of the department/Section/Center:</b> <b>Data Science &amp; Technology</b>
<b>Course Code: 217P08C208</b>	<b>Name of the Course: Design and Management of Information System</b>	
<b>Maximum Marks: 50</b>		<b>Date: April 3, 2024</b>

**Question No. 1 is Compulsory. Attempt any FOUR from remaining**

Question No.		Max. Marks
Q1	<p>Liberty Stores Inc. is a specialized global retail chain that sells organic food, organic clothing, wellness products, and education products to enlightened LOHAS (Lifestyles of the Healthy and Sustainable) citizens worldwide. The company is 20 years old, and is growing rapidly. It now operates in 5 continents, 50 countries, 150 cities, and has 500 stores. It sells 20000 products and has 10000 employees. The company has revenues of over \$5 billion and has a profit of about 5% of revenue. The company pays special attention to the conditions under which the products are grown and produced. It donates about one-fifth (20%) of its pre-tax profits for global local charitable causes.</p> <p>Liberty is constantly evaluating its performance for improving efficiencies in all its operations, including the commercial operations as well its charitable activities.</p> <p>1. What techniques would you use to help understand the sales patterns? 2. What technique would you use to categorize its products and customers?</p>	10
Q2	Why is feasibility Analysis necessary before designing a system? Explain with appropriate example the meaning of economic, technological and operational feasibility.	10
Q3	Discuss at least two reports generated in any one of the following: <ol style="list-style-type: none"> <li>1. Marketing Management System</li> <li>2. Finance Management System</li> <li>3. Human Resource Management System</li> </ol>	10
Q4	“Decision making is a process”. Explain stages in Simon Model with deliverables at each stage.	10
Q5	Explain information flow in business with reference to TPS, MIS and DSS.	10
Q6	Compare and contrast the traditional and digital model of information system	10