

Semester: Dec 23 – Apr 24		
Maximum Marks: 50 Examination: ETE Exam Date: April 23, 2024 Duration: 2.5 Hrs.		
Programme code: 17 Programme: PGDM EXE	Year- SY	Semester/Trimester: III
College: K. J. Somaiya Institute of Management	Name of the department/Section/Center: Data Science & Technology	
Course Code: 117P17C304	Name of the Course: Digital Transformation	
Instructions: Be precise and to the point		

Question No.		Max. Marks												
1	<p>Answer any THREE</p> <ol style="list-style-type: none"> Can Value of investments towards digitalization be captured through exploitation and/or exploration? Explain using appropriate use cases. Explain business information flow. How TPS, MIS and DSS serve different levels of management? Compare and contrast traditional information system and digital firm. Explain the stages in decision-making process. Enlist the deliverables at each stage. Explain different types of disruptions. Enlist five domains of digital transformation 	15												
2	<p>Answer any ONE</p> <ol style="list-style-type: none"> DgCycles are the growing Bicycle Trading company located in Mumbai, Maharashtra. Currently it sources the bicycles from three suppliers and plans to add few more in the near future. It trades in Mountain-terrain, Urban-bikes, All-Terrain Bikes etc., The company wants a system to manage its information need. Explain the requirements and identify the processes that will help generate the following. Draw the process flow diagram: <ul style="list-style-type: none"> Keep track of the most expensive and least expensive bicycles. The quantity in hand for each and the mark up percentage for each. Based on the reorder level for each of the bicycle category, generate the order for the new stock with the supplier Management of the Agriculture Chemical Corporations is dissatisfied with production planning. Production plans are created using guesses of demand for each product, which are based on the orders of the past. Production plans are rigid and there is no provision to incorporate changes if there are request from the customer to alter the order resulting in loss of business. <p>The current process is</p> <ul style="list-style-type: none"> At the end of each month, orders are totalled and entered into the company's production planning system. Data from the production and inventory systems are entered into the order management system at the end of month. The team from sales and production department from the respective department analyse the data to determine the target sales and production for the next month. The entire production planning takes approximately two-weeks to complete since it involves lot of data entry and validation. <p>Draw the process flow diagram explaining the current production planning system. What are the problems with the current process? Suggest "TO-BE" process.</p> A leading distributor of consumer goods such as fans, refrigerators, microwave ovens, electric stove and other household appliances has acquired dealership for the <i>new innovative gas stove with flexible cook top burner – easy to lift and clean</i>. The experts are of the opinion that the company should adopt direct marketing as a viable alternative to sell the product. The company would like to take a decision with regards to approach that the salesman should follow while interacting with the probable customer. What information is needed by the company to frame the general guidelines that salesman should adopt while marketing the product? Create a process flow diagram. 	15												
3	<p>Answer any TWO</p> <ol style="list-style-type: none"> Enlist and briefly explain the layers of digital transformation framework. Create Decision Table for the following <table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th>Tax Slab</th> <th>Rates</th> </tr> </thead> <tbody> <tr> <td>Up to Rs. 3,00,000</td> <td>NIL</td> </tr> <tr> <td>Rs. 3,00,001 to Rs. 6,00,000</td> <td>5%</td> </tr> <tr> <td>Rs. 6,00,001 to Rs. 9,00,000</td> <td>10%</td> </tr> <tr> <td>Rs. 9,00,001 to Rs. 12,00,000</td> <td>15%</td> </tr> <tr> <td>Rs. 12,00,001 to Rs. 15,00,000</td> <td>20%</td> </tr> </tbody> </table>	Tax Slab	Rates	Up to Rs. 3,00,000	NIL	Rs. 3,00,001 to Rs. 6,00,000	5%	Rs. 6,00,001 to Rs. 9,00,000	10%	Rs. 9,00,001 to Rs. 12,00,000	15%	Rs. 12,00,001 to Rs. 15,00,000	20%	20
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Above Rs. 15,00,000

30%

3. An Entertainment Agency is a company that books musical bands into recreational clubs. On request from the recreational clubs and based on clubs need it books the band to club.

The Transaction format needs to reflect the following business operation rules-

- A booking is an event in which a certain band plays in a particular club on a particular date, starting and ending at certain time, and performing for a specific fee.
- Every Band has a name and address.
- Each band has minimum two members. The agency records a telephone number of just one member that also acts as band's contact number.
- Each band has a desired fee.
- Each Club has a name, address, contact person and contact number.
- Each Club has a target fee.
- Some Club feed the members of the band free while some don't.

Suggest an appropriate format for the Entertainment Agency to capture the above.