



JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA

PGDM / PGDM (M) / PGDM (SM)

III TRIMESTER (Batch 2016-18)

END TERM EXAMINATIONS

SET - 1

Course Name	MIS	Course Code	IS301
Max. Time	120 minutes	Max. Marks	40

Instructions: All questions are compulsory

Q1. “Mera Fashion Store” is a chain of retail store specializes in selling of various types shirts and tees. These are differentiated into different categories like formal, polo, sports collared etc. Each category is handled by a particular employee. The store even runs a loyalty program for is permanent customers. Customers are assisted by the employees to select the merchandise. Whenever a customer makes a purchase he is given a discount coupon to be redeemed during his next purchase.

- a) Identify the primary and secondary(if any) entities with most important attributes (primary and foreign keys) of each (5)
- b) Create ERD and mark the cardinalities and relationships and also explode it (if required to resolve M:N relationships (5)
- a. What is the role of ERD in Query creation? What is the difference between a parametric and simple select query. Explain quoting example based on the situation provided. (5)

Q2 Online fashion company Jabong reported a 14% increase in revenue to Rs 243.78 crore in the first quarter of 2016 as compared to Rs 213.87 crore in the corresponding quarter last year. The company, a unit of German ecommerce incubator Rocket Internet, reported Gross Merchandise Value (GMV) of Rs 410.54 crore for Q1 2016, up 8.4% from Rs 378.38 crore in Q1 2015. In Jabong products are sourced from brands and stored in the Jabong warehouse from where they are sold. Jabong also provides marketing, logistics and delivery. Describe the revenue model as well as the business model of jabong.com. (5)

Q3. Various information such as maintenance cost, maintenance and repair history, and facility logs has been managed in the form of documents in the traditional facility management system. Accordingly, it was inevitable to depend on manual work procedure or to use separate drawing management system in order to obtain exact location information or detailed drawing of facilities.

LG CNS Total Graphic Information System, the future-oriented facility management system, will enable scientific analysis and reasonable decision making by improving productivity of maintenance tasks with organic analysis of massive loads of information and prompt work processing. This system has paved the way for preventive maintenance activities through establishment of effective maintenance plan and statistical analysis by enhancing maintenance productivity of facilities scattered throughout a large-scale complex.

While Document Management System and Geographical Information System mainly register and manage basic drawing and document data regarding maintenance. Computerized Maintenance Management System automates task processes for maintenance. It establishes a task plan for inspection, examination, and repair by registering and managing standard task procedure according to the type and method of maintenance of various facilities. In addition, as a part of support task function related to maintenance, it manages effectively workers, spare parts, outsourcing service, and establishes budget plan.

a. Discuss how LG CNS be able to address the problem mentioned in the case. (5)

b. Describe how a computer aided information system helps to manage tasks better than a manual system (5)

c. Discuss the role of GIS in any company quoting example, as to how it can increase productivity (5)

Q4 What benefits hospitality industry can draw using web based information system as compared to non web based information system. (5)