

JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA

PGDM / PGDM (M) / PGDM (SM)

III TRIMESTER (Batch 2016-18)

END TERM EXAMINATIONS

SET - 2

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

Instructions: All questions are compulsory

Q1. "Crazy Foodies" is a chain of fast food joint specializes in selling of various fast food. These are differentiated into different categories like Indian, Chinese, Continental etc. Each category is handled by a particular chef. It has been noticed that customers purchases different foods belonging to different categories. The store runs a loyalty program for its permanent customers. 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)
- c. What is the role of ERD in database designing? What is the difference between a parametric and simple select query. Explain quoting example based on the situation provided. (5)

Q2 OLX began to aggressively advertise in India in 2011. OLX said it had 60% of the online classified market share in India in 2013, with 80% of usage on mobile. OLX said 1.5 billion monthly page views were generated from India in 2014. Morgan Stanley called OLX the "undisputed leader in India" in a 2013 report.

OLX became the vernacular for 'selling' in India, in the form of 'OLX Pe Bech De', ' OLX Kar Do' and 'OLX it'. About 90% of listings in India came from used mobile and electronics, used home and household goods, and used cars & bikes. Used cars account for 45% of page views, as of 2015.

In addition to continuing its free listings, OLX said in 2015 it would start to sell priority space for premium listings.

In 2016, OLX said about 72% of all used cars sold monthly in India were from transactions on the site. The number of used car sales on the site in India grew 100 per cent in 2016 from 2015. About 200,000 vehicles with a value of \$1 billion are sold monthly on the site compared to 95,000 cars

worth \$470 million in 2015. Describe the revenue model as well as the business model of OLX.

(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 How is web based information system more useful in current context when most of the firms are going online. What are the advantages and disadvantages of a web based information system (5)