

JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA

PGDM / PGDM (M) / PGDM (SM)

FIRST TRIMESTER (Batch 2017-19)

END TERM EXAMINATIONS, SEPTEMBER 2017

Course Name	IT for Management	Course Code	IM 101
Max. Time	2 hours	Max. Marks	40

Q1: What do you understand by a digital organization? Explain the motivation for doing business in digital environment. Why are there more opportunities for entrepreneurs in digital economy? (5)

Q2: Answer all the questions. Each question carries 1 mark each: (10)

- a) What function of MS WORD can be used to send an invitation letter to 200 people with their individual names on it?
 - b) Suppose I have written a book and I want to insert the Table of content automatically in the document. What should be done in order to do this?
 - a) When inserting Page number in footer it appeared 1, 2, 3 but you wish to show a, b, c. How can you do that?
 - b) Explain how you create a custom watermark in MS Word.
 - c) In a text document the occurrences of the word "hw" need to be substituted by the word "hardware". Name the feature to be used for achieving the same.
 - d) If an author of book wants his/her name on each and every page of the book, which tool should he/she use to perform this function?
 - e) What is the purpose of tracking a document? What action do you need to take to switch off track changes?
 - f) What is the difference between the symbol A1 and \$A\$1?
 - g) What is the difference between Animation and Transition? Which view can be used to insert and test the: 1. Animation effects 2. Transition effects
- (1+1)

Q3: Read the following case study carefully and answer the questions (7.5+7.5)

Cadbury's have developed a series of their own hashtags that tie in with their running campaigns and frequent content – for example #FreeTheJoy, which was altered to #UnwrapJoy around the Christmas period and #JoyCabs, which took place in February 2015 and involved dishing out chocolate prizes to those who took a picture of one of their Cadbury's Joy Cabs. They also get involved with trending hashtags, current events and holidays, which keeps their content relevant and ensures that their tweets are seen when users browse the trending topics. Some recent examples of this were #MayThe4thBeWithYou and #Easter.

Cadbury run regular competitions through Twitter to win their products, both in the form of interactive games embedded into a tweet like the fruit machine style Vine below and those encouraging users to contribute their own photographs in order to win prizes, such as the #JoyCabs campaign. Both methods have received a lot of engagement from followers and are a great way to build loyalty among fans of the brand, as well as attracting new consumers.

- a) According to you, what is the role of hashtag campaigning in the business of Cadbury's?
- b) Enlist some of the major advantages that social media campaigning enjoys over the conventional marketing strategies.

Q4: Study the screenshot given below representing the marks of students along with grading scheme and answer the following questions by writing formulae in MS-Excel: (2+2+2)

- Write down the formulae for printing the final grade of the student against their marks with respect to the grading scheme given.
- Write down the formulae for counting the frequency of different grades awarded (starting from A+ to F) in the class.
- Write down the formulae for calculating Max Marks, Minimum Marks and Mean.

			Mid-Term (20)	Quiz (15)	Assignment (15)	MS Office Prof. Test (10)	End-Term (40)	Total Marks (100)	Grade			
S.No.	R.No.	Student's Name	Marks Obt.	Marks Obt.	Marks Obt.	Marks Obt.	Marks Obt.			Grades	Frequency	Grading Scheme
1	A1301	Abhishek Kumar	0	7.5	13	10	13.6	44.1		A+		Mean 56.80091
2	A1302	Aishwarya Srivastava	12	10	13	7	25.6	67.6		A		Max 74.2
3	A1303	Ajay Kumar	11.5	8.5	13	9	25.6	67.6		A-		Min 39.9
4	A1304	Anand Vibhav	6.5	8	12	10	13.2	49.7		B+		Value Grade
5	A1305	Ankit Mishra	14	7.5	13	5	26.8	66.3		B		0 F
6	A1306	Ankita Mishra	9	8	13	4	16.4	50.4		B-		35 D
7	A1307	Ankur Nakaib	14	11.5	12	6	23.2	66.7		C+		38 C-
8	A1308	Anupam Borah	10	6	12	5	20	53		C		41 C
9	A1309	Anurag Kothari	11.5	5.5	12	6	22	57		C-		44 C+
10	A1310	Anushmita Chaki	10	4.5	12	10	20	56.5		D		47 B-
11	A1311	Arun Kumar	10	4.5	12	10	17.6	54.1		F		52 B
12	A1312	Ashutosh Dhyani	4	4.5	14	9	12	43.5				59 B+
13	A1313	Astha Pandey	11.5	7	12	10	22	62.5				65 A-
14	A1314	Pratigya Sharma	10	8	13	4	17.6	52.6				70 A
15	A1315	Bhanu Priya Prasad	9.5	6	11	10	25.2	61.7				74 A+

Q5: Study the screenshot representing the sales credentials of all the employees in sales team. Management has to decide to promote employees on the basis of their performance. Criteria for promotion are listed below.

Write down the formulae in MS-Excel for every criteria:

(2+2)

- All the employees who get a revenue of 2,00,000 or more and no. of orders picked by him should be minimum 3 will be promoted, to be written as 'YES' in column G.
- Employees who picked minimum 3 orders or have minimum 5 orders in the pipeline will be promoted if they have earned revenue of 3,00,000 and above, to be written as 'YES' in column G.

	A	B	C	D	E	F	G
	S. No	Emp_Name	Deptt	Orders Picked	No. of Orders in Pipeline	Revenue	Eligibility for Promotion
1	1	Amit	Sales	3	5	230000	
2	2	Vaishali	Sales	6	9	5600000	
3	3	Rajni	Sales	1	1	56000	
4	4	Rajesh	Sales	8	6	12070	
5	5	Atul	Sales	0	9	0	
6	6	Mahendra	Sales	4	5	830000	
7	7	Jeevan	Sales	5	0	129000	
8	8	Shweta	Sales	2	4	125000	
9	9	Surbhi	Sales	10	7	9700000	
10	10	Myra	Sales	7	5	300000	