PG (Even) Semester Examination, 2023

BUSINESS ADMINISTRATION

(2nd Semester)

Course No.: CP-201 (O)

(Management Information System)

Full Marks: 70
Pass Marks: 28

Time: 3 hours

The figures in the right margin indicate full marks for the question.

1. A waiter takes an order at a table, and then enters it online via one of the six terminals located in the restaurant dining room. The order is routed to a printer in the appropriate preparation area : the cold item printed it if it is a salad, the hot item printer if it is a hot. Sandwitch or the bar printer if it is a drink. A customer's meal check listing (bill) the items ordered and their respective prices are automatically generated. This ordering system eliminates the old three carbon copy guest check system as well as any problems caused by a waiter's handwriting. When the kitchen runs out of a food item, the cook sends out on 'out of stock' message, which will be displayed on the dining room terminals when waiters try to order that item. This gives the waiters faster feedback, enabling them to give better service to the customers. Other system features aid management in the planning and control of their restaurant business. The system provides upto

the minute information on the food items ordered and breakout percentages showing sales of each item versus total sales. This helps management plan menus according to customers tastes. The system also compares the weekly sales total versus food costs, allowing planning for tighter costs controls. In addition, whenever an order is voided, the reasons for the void are keyed in. This may help later in management decisions, especially if the voids consistently related to food or service. Acceptance of the system by the users is exceptionally high since the waiters and waiters were involved in the selection and design process. All potential users were asked to give their impressions and ideas about the various systems available before one was choosen.

Questions :

(a) In the light of the system, describe the decisions to be made in the area of strategic planning, management control and operational control? What information would you require to make such decisions? 3+3

(b) What would make the system a more complete MIS rather than just doing transaction processing? 4

(c) Explain the probable effects that making the system more formal would have on the customers and management. 4

2. Discuss what do you means by Business Process Re-engineering. Explain now business process re-engineering is important for business. 4+10

Or

and implementation of the composite brand addinity metric. Once they conducted various analysis to uncover trends.

(a) What are the 3-core objectives of the case? Discuss briefly. 7

(b) What do you recommend McDonalds to improve their sales? Discuss briefly from the perspective of above mentioned specifies. 7

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3. (a) Discuss the difefrence between DSS and MIS. 6

   (b) Discuss the components and business value of DSS. 4+4

4. What is filtering? How filtering helps us in data analysis? How do we use custom filtering features in data analytics? 14

Or

5. What is data warehousing & business intelligency? How do data warehouses acts as a backbone for business intelligence? Describe briefly. 14

6. Define what do you mean by system concept in Information Technology. Elaborate the different steps in system development life cycle. 4+10

Or

7. (a) Define and elaborate the following terms :

   (i) ERP 3x3

   (ii) CRM

   (iii) SCM

   (b) Discuss why do several ERP implementation fail. 5

8. McDonald's, the world's largest restaurant chain by revenue, sought to examine now that could best utilise social media activities to drive sales, boost engagement, and create positive brand sentiment. To that end, they partnered with the Analytics Accelator at Wharton AI & Analytics for busienss. A team of Wharton students successfully distilled the overall aim of the project

into three objectives. Determine the impact of and differences between organic social media strategies to maximize sales.

Identify the primary drivers of social media engagement and optimise posts to encourage it, establish a metric for brand affinity and determine what drives brand affinity approach to determine the impact of organic (unpaid) social media activities on sales, students experimented with a variety of regression and time-based models, ultimately setling with a time based approach.

After identifying significant predictors, they created metrics to analyze several attributes, including the length of each post, media type (picture, video, etc) and product associations to determine their impact on sales.

To measure the incremental impact of campaign (paid) social media activities, the team utilised a casual impact model based on Bayesion Structural Time Series (BSTS). The model worked to examine whether an intervention (the paid campaign) had a statistically significant impact on a target variable (total sale amount).

To determine how to optimise McDonald's posts for social media engagement, the student team tackled two items. They first had to develop a metric that truely measures level of engagement on a given post. Secondly they had to identify the conditions (a posts content, timing, etc) under which they could best examine the metric.

To define the metric for brand affinity, the team utilised a three step approach : brand affinity definition and metric selection, metric creation