8. Explain the terms : 4x3½=14

(i) Value Chain Analysis

(ii) Bullwhip Effect

(iii) Structured Analysis

(iv) Data Flow Diagram-DFD

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PG (Even) Semester Examination, 2023

BUSINESS ADMINISTRATION

(2nd Semester)

Course No.: CP-206

(Business Analysis and Information System)

Full Marks: 70
Pass Marks: 28

Time: 3 hours

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

1. From the part of the database given below, the different fields and records give your views about the functions and queries VLOOKUP, HLOOKUP, Index, MATCH, CHOOSE and also write the queries based on the database provided. Further how do you propose to execute 1F function in such databas? 14

Database Table

Cust ID	Region	Payment	Transation Code	Source	Amount	Product	Time of Day
10001	North	Paytm	500029899	Email	666	PC	10:19
10002	North	Paytm	555555555	Web	878	Laptop	20:10
10003	East	Gpay	878767888	Email	999	PC	06:06
10004	West	Gpay	978787678	Email	545	Mobile	12:12
10005	East	Credit	554547556	Email	333	Mobile	11:11
10006	South	Credit	232776778	Web	565	PC	10:09
10007	South	Paytm	888723166	Web	767	Laptop	5:05
10008	East	Paytm	895290867	Web	898	Laptop	6:05
10009	East	Gpay	917432786	Web	566	Mobile	20:12

2. Case Study : Business Analysis at Big Basket-operations view

Big Basket is the first comprehensive grocery store in India. In 2016, they had presence in 12 cities making it a very large operations, with over 18,000 products and 1000 brands in the grocery list. Right from fresh fruits and vegetables, rice and pulses, spices and seasoning to packaged bread, bakery and dairy products and other branded foods- they have it all. Pramod Jajoo, Chief Technology Officer, at Big Basket, identified two customers pain points while placing orders for products at Big Basket. Since many customers were placing orders using their mobile handsets, it was taking more time to scroll through the products since customers may place order for more than 50 items in a single transaction. Another problem with repeat purchase is that many customers tend to forget items they needed which may lead to additional orders from the customers. To address these two issues, Big Basket wanted to build a product recommendation algorithm that would look at historical data to create a 'Smart Basket' with items the customer is likely to purchase. Big Basket also wanted to analyse the current basket of the customer upon checkout and come up with a list of recommended product based on the customer's previous purchase baskets under the 'Did you forget?' feature. There are several simple and complex algorithms that can help solve this problem. The key decisions to be made are around the analytical tools and techniques that Big Basket can use to solve these two problems effectively. As an IT operations manager how do you solve the following questions :

(a) What is the difference in the recommender system requirements betwen Big Basket and other E-commerce companies such as Amazon and Flipkart? 7

(b) What are the different types of recommender systems? Which recommender system is more appropriate for Big Basket? 7

3. What are the four V's in Big Data operations? How does Data Visualisation help in Business Analytics— Explain the same with the process & tableau Features. 7+7

Or

4. Write short notes on ; 7+7=14

(i) Data Mining

(ii) Data Warehouse

5. Discuss elaborately the differences between (i) Transaction Processing System and Management Information System (ii) ERP Systems and SCM Systems. 7+7

Or

6. Discuss different types of decision making known to you. Highlight the different components of DSS. Explain the business value of DSS. 6+4+4=14

7. What do you mean by system concept in information technology. Discuss elaborately the different steps in system development lifecycle with example. 4+10=14

Or