2025/ODD/10/29/EMBA-105/005

Executive MBA Odd Semester Examination, 2025

BUSINESS ADMINISTRATION

(1st Semester)

Course No.: EMBA-105

(Management Information System)

Full Marks: 70

Pass Marks: 28

Time: 3 hours

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

SECTION-I

All questions are compulsory

1. Case Study : E-busienss helps firms implement and manage supply chain processes in a more effective manner by visualising information across the entire supply chain, responding to changes like customs demand etc. In India several industries have started using E-Business techniques in order to supervise the entire supply chain proces from point of production to point of ultimate consumption. The petroleum industry has also started using E-business techniques to improve operational efficiency. BPCL is the first to initiate E-Business operations. Gas Authority of India Ltd. (GAIL) the largest gas transmission and marketing company in India, also uses E-Business operations.

   (i) Describe the various e-business initiatives undertaken by BPCL and GAIL and the advantages that have accrued from it. 7

Turn Over

(ii) What are the factors that play a crucial role in devising an e-business, could lead to a complete failure of the entire e-business strategy of companies in the petrochemical industry. 7

2. Case Study : Procter & Gamble (P&G) the world's leading producer of household products, markets over 300 brands to 5 billion people around the world. P&G products fall under three broad categories, namely, beauty care, health, baby and family care and household care. In the early 1990s P&G faced a problem of extreme demand variating for one of its best seuing brands pampers diapers. The logistics executives at P&G examined the order rates for pampers across the supply chain. Though the purchase rate remained more or less steady at the consumer end, the logistics executives found that the variations of order increased from the retailer level to the distributor level up the supply chain. The variations in order were attributed to reasons like infrequent placing of orders, changes in prices by the manufacturer and distributors placing multiple orders, when it was not certain whether the manufacturer would be able to meet the demand. P&G realised that the increasing variability in orders were because channel members upstream did not have information on actual consumer demand.

(i) What steps did P&G take to reduce the impact of bullwhip effect (i.e. extreme demand variation) on Pampers Diapers?) In what other ways, according to you, can P&G reduce the bullwhip effect across its supply chain? 7

(b) Co-ordination between the various stages of the supply chain increases overall profit and moderates the bullwhip effect. What are the basic obstacles in supply chain co-ordination and now can P&G ensure this co-ordination? 7

SECTION-II

Answer any three of the following :

1. Define what do you mean by a system. Describe the different steps in system development life cycle. 4+10

2. Write notes on (i) Fuzzy logic (ii) Neural Network, (iii) Expert Syetsm 5+4+5

3. What do you mean by Business Process re-engineering. Discuss the importance of Business Process re-engineering. 4+10

4. What do you mean by Decision Support System? Explain the features of Decision Support System. 4+10

5. As a manager how do you see the latest application of IT in Business. Explain the components of Management Information System. 7+7

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