

Q.1 *Justify with reason any four of following statement*

A]Inter Organizational Information System activities support efficient interaction between organization at reasonable cost

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Ans:-

Interorganizational systems are systems that connect two or more organizations and are common among business partners. These are frequently used for electronic commerce through an extranet. Electronic markets are networks of interactions and relationships through which information, products, services, and payments are exchanged. In interorganizational systems, the participants know each other and are partners in business-to-business e-commerce and cooperation. In electronic markets, the individuals or groups involved in a transaction rarely know each other.

Interorganizational systems support the work of groups in an anytime-anywhere environment. It supports electronic brainstorming, electronic questionnaires, voting and ranking, and maintains a record of what was done by the group. It may also allow for a group meeting, with support for same time/same place, same time/different place, different time/same place, and different time/different place meetings.

Information systems traditionally have been built in accordance with an organization's hierarchy structure to reflect how information flows up the hierarchy and how control of data has been directed down through the organization. Most of today's systems have exploited this structural hierarchy. In some situations, the functional systems do replicate the processing of information at various layers of the organization. It is evident in all situations that the building of information systems reflects the organizational hierarchy to support the management style and the operations established in the organization

b]Main component of knowledge management are Communication, Collabaration and Storage technologies

05

Ans:-

The primary goal of knowledge management is to improve the organization's ability to execute its core processes more efficiently. Knowledge management assists in the achievement of this objective in a number of ways:

- It begins a repository for organizational memory, helping to ensure that the mistakes of the past are not repeated.
- It helps to ensure that the solutions of the past are remembered.
- It provides a mechanism for allowing people to share their knowledge.
- It preserves expertise.
- It allows for the dissemination of knowledge and new solutions, and so on.

Communication technologies allow users to access the knowledge they need when and where they need it. It also allows people to communicate with each other and with experts. Collaboration technologies provide assistance in the performing of group work either synchronously or asynchronously.

A knowledge management system is based upon knowledge, rather than simple information. A KMS stores data, which it processes, along with user input, in order to provide a decision by applying the data to a set of rules. The rules are typically of the if-then-else format and provide a means to store not only the data and information, but also a means by which the information is processed to determine the best decision under the existing conditions. It encompasses the entire system: the organization, people, and technology. The system also includes the manner in which it is distributed or shared amongst users in order to improve decision making and resource allocation, to enhance management systems and to promulgate process know-how.

C] Web mining is useful in market reaserch and competitive intelligence.

05

Ans:

CI is comprised of the same technologies and techniques as BI, focused on the external competitive environment.

BI is a set of technologies, practices and methods to improve business decision making by using fact-based support systems.

The components of BI are: data and data warehouse facilities, an analytics environment, an integrated organizational strategy, and performance/evaluation application. Lastly, there is also a user interface with the system.

Some of the major benefits of BI include: time saving, information integrity and consistency, improved decisions – tactically, strategically, and with reference to efficiencies, cost savings. Generally benefits such as increased employee confidence and customer support were also reported.

D] Internet has change the traditional relationship between customer ,supplier and firm in in industry

05

Ans:

The Internet challenges the economic, social, political, physical and technological foundations of the old economy. A new generation of entrepreneurs is using the digital economy to find new ways to attracting customers and suppliers, as well as disseminating information to new sources and finding new markets for their goods and services. Most of these business models are not new. Indeed, many (bartering, exchanges, auctions) have been around since before the advent of money. They should be viewed, instead, as alternative ways of conducting business, locating the best quality product, and finding the best price. By providing a location for these entrepreneurs to “set-up-shop’ and by providing buyers with an easy method for locating and transacting business with these sellers, the Internet is helping to create new business models. Since every business and

organization now has the potential to reach the entire world, the Internet has opened new doors and created a rapidly changing marketplace

E] Benefits of outsourcing include reduction of its cost while allowing management to concentrate on core competencies combined with the possibility of security risk. 05

Ans:-

Outsourcing takes place when an organization transfers the ownership of a business process to a supplier. The growing complexity of IT and the difficulty to find and retain trained IT staff are key elements in the priority given to technical IT outsourcing.

The benefits of outsourcing include cost reduction (labor overseas in less-developed countries is significantly cheaper than it is within the developed world), improved quality (organizations are able to hire experts to perform specific tasks, rather than “make do” with less skilled individuals), and increased speed to market (organizations are able to hire a team to complete the task). Furthermore, outsourcing allows the organization to focus on core competencies (they don't have to focus on the outsourced items and can devote more time to core competencies) and faster innovation since they can focus on changes.

Offshore outsourcing is creating problems for companies that have taken copyrighted and patented items overseas to countries that are not in compliance or do not yet need to be in compliance with various international treaties protecting these intellectual properties

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Q 2A] *What are the main objective ,component and benefit of digital economy?*

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Ans:-

The digital economy is an economic system (a way of doing business and making transactions) based on digital (or computer-based) technologies. The key to these systems are reliable, rapid telecommunications systems which include Internet service, corporate intranets and extranets, value-added networks, and so on. The digital economy is global and, in many respects, borderless, allowing people and organizations from around the world to share knowledge, interact, and collaborate

The increased access to information and communication has, among other things, drastically decreased the costs of researching and starting a business. The digital economy is part of a cycle of the development and enhancement of innovations that are creating new opportunities, and new problems – all of which require an entrepreneur to address them.

A digital enterprise is one that has adapted to, and oriented itself around, the forces of the modern information-centric economy. However, this does not necessarily mean that it has adopted an orientation that is focused on, or capable of, recognizing the environmental and organizational changes as quickly as they occur, or before; and deal with changes properly and correctly. This latter aspect of an organization is indicative of the adaptive organization. One of the characteristics of the adaptive organization, however, is the orientation around the information economy, such that it will be by necessity a digital enterprise. It needs such an orientation to be able to examine and respond to the environment quickly

Q 2B] *Discuss major models of E-Business and E-Government to CZC.*

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Ans:-

A business model is the method of doing business by which a company can sustain itself by generating revenue through the sale of some service or product. The business model determines how a company makes money by specifying where it is positioned in the value chain. The manner in which these products are sold and the way payment is received are standardized, but product offerings may differ across countries. Business models in the digital economy include the name-your-own-price or demand collection systems (priceline.com), reverse auctions (hedgehog.com), affiliated marketing (linkshare.com), group purchasing (enqwest.com), and e-marketplaces (bebann.com), and exchanges (orbitz.com). Traditional e-business models include auctions (ebay.com) and virtual marketplaces or cybermalls (amazon.com, bcybermall.com)

E-business is a term that has a broader definition of EC that includes servicing customers, collaborating with business partners, and conducting electronic transactions within an organization, as well as buying and selling.

Business-to-consumer commerce involves transactions between a consumer and a corporation; business-to-business commerce involves transactions among two or more businesses. Intrabusiness EC refers to a business using EC internally to improve its operations. A special case of this is B2E (business to employees).

Forward auctions are used to allow selling companies to post items they want to sell and buying companies to compete for the best prices acceptable by the selling companies for those items, with the winning bidders obligated to buy the items. Reverse auctions are fixed-duration bidding events hosted by a single buyer, in which multiple suppliers compete to fulfill the needs of the buyer.

An electronic form of barter where organizations and people exchange services and goods via an electronic bulletin board or website without the use of money. This is the logical extension of one of the oldest forms of trade. E-barter boards are set up for both local communities and businesses.

Viral marketing refers to online “word-of-mouth” marketing. The main idea in viral marketing is to have people forward messages to friends, suggesting that they “check this out.” A marketer can distribute a small game program, for example, embedded with a sponsor’s e-mail, that is easy to forward. By releasing a few thousand copies, vendors hope to reach many more thousands.

E-government is the electronic interactions between a government and its citizens, constituents, suppliers, and agencies. E-government can also be defined as the services made available via Internet access whereby the business of government is conducted, encompassing everything from placing IRS forms online to bid requests from suppliers.

Six stages in the transformation to e-government: *stage 1*: information publishing/dissemination; *stage 2*: “official” two-way transactions, with one department at a time; *stage 3*: multipurpose portals; *stage 4*: portal personalization; *stage 5*: clustering of common services; *stage 6*: full integration and enterprise transformation.

Q 3A] *Why are the ethical and legal issues in E-business important and briefly mention major managerial issues in E-Commerce.* 10

Ans:-

privacy and information protection is one of the biggest problems. What happens to information collected if the e-business goes under? Is it sold as assets? What if it is acquired or merges with another organization? Where are the ethics in selling your mailing list?

Use of Web tracking tools like cookies and page trackers has to be considered. A cookie is a file placed on a user's hard drive, usually without his or her knowledge or permission, to track his or her use of the Internet. The user can, in some instances, prevent placement of the cookie.

Besides those of Internet fraud and internet identity theft, which have already been discussed, other major legal issues include failure of sellers to collect sales taxes, cybersquatting and the accompanying domain name problems, and copyright and patent infringements.

Reasons for EC failure

- Incorrect business models were applied.
 - Lowered barriers of entry produced too much competition.
 - Too little cash reserves were maintained.
 - Second round funding was lacking.
 - Prices were too low to allow for sufficient profit in order to continue in business.
 - Company failed to find an appropriate focus.
 - Company failed to differentiate.
- Suggestion for EC success
- Any e-business should look toward finding a focus, differentiate themselves from the pack, and be willing to offer customized product.
 - They also need to make sure that their website and technologies are functioning properly and efficiently and to offer protection to the customer of their personal information.
 - E-commerce sites need to manage their information flows and market themselves and their product effectively for their chosen market.
 - They need to develop an appropriate disaster recovery plan, applying Murphy's Law, "If it can go wrong, it will."
 - Most importantly, they need to have an effective customer relations system established. E-businesses need to find a way to be customer-centric.

Q 3B] Describe with an example implementation of ERP

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Ans:-

Enterprise resource planning (ERP) is an integrated solution to the problem of how to control all major business processes with a single software architecture in real time. It is a process of planning and managing all resources and their use in the entire organization.

The major components of an ERP system should match the functional areas of an organization. ERP systems integrate the various processes of the organization, so now all departments can see what has been done. For example, in “the old days”, when an order was received, someone would have to check to see if all required materials were ready and available and someone else would have to schedule the jobs. Other people handled job costing, billing, delivery, and so on. In an ERP system (theoretically), once an order or a query has been received, the other activities are automatically triggered by the ERP system. At the heart of most ERP systems is a database that all the processes (the other components) access

The objective of second-generation ERP is to leverage existing information systems in order to increase efficiency in handling transactions, improve decision making, and transform ways of doing business into e-business.

To illustrate how ERP and SCM may work together, consider the task of order processing. There is a fundamental difference between SCM and ERP in order processing: The ERP approach is, “How can I best take or fulfill your order?” In contrast, the question that SCM software asks is, “Should I take your order?” The answer might be “no” if taking the order would lose money for the company or interfere with production. Thus, SCM software focuses on planning, optimization, and decision making in segments of the supply chain. Thus, the *analytical* SCM information systems have emerged as a *complement* to ERP systems, to provide intelligent decision support or business intelligence capabilities

They should analyze their processes for a variety of reasons including: compatibility, analyses to know what must be changed in either process or technology, what define what gaps what might not be covered by the ERP.

Some capabilities of an ERP are: combining logistics across business units with neighboring facilities, combining distribution facilities and dynamically sourcing products, global order management and consolidation of country based sales, creating portals and developing mechanisms for streamlining and shared services.

reasons for ERP failures.

Integrated order-and-distribution system

“Bugs” in the ERP

Cost-benefit and cost justification is not done in advance

Business, technical, and cultural issues overlooked

Top management is not supportive

Q 4 A] *What are the benefits of emerging computing environments SaaS, SOA and mobile computing* 10

Ans:-

A service-oriented architecture is a collection of services that communicate with each other. The services are self-contained and do not depend on the context or state of the other service. They work within a distributed systems architecture

Software as a Service (SaaS) is software delivery where the software company provides maintenance, operation, and support for the software provided

SOA is key to agility because it allows organizations to react efficiently to the fluctuating IT demands of a commercial organization. It is a more cost efficient means of investment in IT, and it allows for responsive change but provides computing power without being locked into legacy systems.

On-demand computing is an orientation to the SaaS model, a means to maintain an organizations agility. SOA is an approach to IT architecture that can enhance / is a component of an agile organizational orientation that would be part of an SaaS approach

Mobile commerce is the buying and selling of goods and services through wireless handheld devices like cellular telephones and PDA's.

Q 4 B] *Explain partner relationship management and collaborative commerce.* 10

Ans:-

Partner relationship management (PRM) is a business strategy that recognizes the need to develop long term relationships with business partners, by providing each partner with the services that are most beneficial to that partner. This strategy is similar to that of CRM, and it is supported by similar IT tools.

Supplier relationship management (SRM), where the partners are the suppliers. For many companies (e.g., retailers and manufacturers), the ability to work properly with suppliers is a major critical success factor. PeopleSoft, Inc. (peoplesoft.com) developed a model for managing relationships with suppliers in real time.

Collaborative commerce is approach to business in which multiple organizations interact and cooperate (facilitated by IT) to plan, design, build, buy, sell, distribute, and support goods and services.

Collaborative commerce (c-commerce) refers to non-selling/buying electronic transactions between and among organizations. An example would be a company collaborating electronically with a vendor that is designing a product or part for this company.

For example, original equipment manufacturers (OEMs) outsource components and subassemblies to suppliers. (For example, if you buy a Kenmore product from Sears, Sears does not make the product; it just buys and resells it. Some other manufacturer, such as Maytag, is the OEM.) In the past, these relationships often created problems in coordination, workflows, and communication. Web-based collaborative IOSs have improved the outsourcing process and are especially useful in tracking changes that may be initiated by any partner along the supply chain

Q 5 A] *Explain characteristic ,capabilities and advantage of Automated decision support system.*

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Ans:-

Automated Decision Support Systems are computer-based support systems that combine data and models to solve problems and aid in management decision support. Some view this as an approach rather than a methodology. It may be based on structured, unstructured, or semi-structured decision making.

Management science believes that managers follow a scientific, structured, model base approach to decision making, with an eye toward optimization.

ADSS is composed of a data management systems, user interface, model management subsystems specifically software for financials, statistical, and quantitative models, the end users, and, occasionally, a knowledge management component.

AI is the study of human thought processes, and their application and representation on machines. The main goal of AI is to mimic human intelligence and by applying this knowledge, be better able to manipulate the environment. AI applies heuristics, as opposed to mathematical algorithms.

Because management is able to run the simulations, changing selected variables each time, simulation can prove to be a powerful tool. Managers will be able to see the different outcomes that result from their choices and select the one that would be best for the organization.

Q 6 A] *What are the principle, challenges and opportunities in supply chain management.*

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Ans:

The components of a supply chain may include the vendors, manufacturing centers, logisticians, internal distribution centers, distributors, and wholesalers. These players fit into one of the three segments, upstream (sourcing and procurement), internal (manufacturing, assembly, packaging), and downstream (distribution).

An extended supply chain is a supply chain that incorporates the organization's value system. Included in the extended supply chain are the suppliers, warehousing, distribution, and other business partners.

The goals of modern SCM are to reduce uncertainty and risks along the supply chain, thereby decreasing inventory levels and cycle time, and improving business processes and customer service. All of these benefits contribute to increased profitability and competitiveness.

Supply chain problems have been recognized in business, services, government, and the military for generations. In the business world there are numerous examples of supply chain problems, such as companies that were unable to meet demand, had too large and expensive inventories, and so on. Some of these companies paid substantial penalties, and others even went out of business.

A major symptom of ineffective supply chains is poor customer service, which hinders people or businesses from getting products or services when and where needed or gives them poor-quality products. Other symptoms are high inventory costs, loss of revenues, extra cost of expediting shipments, and more.

Information sharing along the supply chain is the most simple and efficient means of correcting problems. There are also a number of vendors that have software to assist in solving these problems, as well as a number of tools for measuring performance and establishing metrics.

Supply chain collaboration that requires system integration is product-development systems. These allow suppliers to dial into a client's intranet, pull product specifications, and view illustrations and videos of a manufacturing process.

To properly control the uncertainties associated with supply chain problems, it is necessary to identify and understand their causes, determine how uncertainties in some activities will affect other activities up and down the supply chain, and then formulate specific ways to reduce or eliminate the uncertainties. purchasing operations are closely related to both financial and labor resources. This

realization resulted in an enhanced MRP methodology (and software) called **manufacturing resource planning (MRP II)**, which adds labor requirements and financial planning to MRP

Q 6 B] *Give a case study example of data, warehouse, network computing and wireless device in business environment.* 10

Ans:-

SPRS was a single sales information data warehouse that stored comprehensive sales data, inventory data, and cost per item. SPRS allowed for extensive data mining. Information could more easily be queried. SPRS provided information about performance indicators, inventories and profit margin. Sales based on region, district, store, product line and individual item could be accessed through a user-friendly graphical interface. Inventory quantities, merchandise and order placement can be analyzed to monitor the impact of advertising and weather. Intelligent advertising decisions can be made. Daily margins can be computed by tracking sales by individual items. Buying, merchandising and marketing strategies were improved.

Students should recommend going wireless because the technology trend is toward wireless capabilities. It would make sense for WTFD to implement this strategy because it would make the data synchronization instantaneous

Most business processes depend on networks. Some of those processes are procurement, inventory management, CRM, SCM, distribution, marketing, and financial management. The functions of those business processes are limited to the capabilities of the network. Networks set the boundaries for these processes.

Q 7] *Write a short note on-*
A]Role of RFID in demand driven supply chain management 10

Ans:

A supply chain includes all activities that influence the flow of materials, information, payments, people, and services from suppliers to the company. These are then processed into goods and services, which are then sold to customers. The supply chain includes the organizations and the processes that create and deliver products, information, and services to the end customer. Through successful coordination of all of these parts, SCM will help the organization obtain and sustain a competitive advantage.

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B] Various levels of Customer Relationship management

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Ans:-

CRM is an approach that recognizes that customers are the core of the business and that the company's success depends on effectively managing relationships with them. In other words: "CRM is a business strategy to select and manage customers to optimize long-term value"

Three major types of CRM activities involved: operational, analytical, and collaborative. Operational CRM is related to typical business functions involving customer services, order management, invoice/billing, and sales/marketing automation and management. Analytical CRM involves activities that capture, store, extract, process, interpret, and report customer data to a corporate user, who then analyzes them as needed. Collaborative CRM deals with all the necessary communication, coordination, and collaboration between vendors and customers.

The term e-CRM (electronic CRM) was coined in the mid-1990s, when businesses started using Web browsers, the Internet, and other electronic touchpoints (e-mail, POS terminals, call centers, and direct sales) to manage customer relationships.

Different CRM tools-

Customer-facing applications. These include all the areas where customers interact with the company: call centers, including help desks; sales force automation; and field service automation.

Customer-touching applications. In this category, customers interact directly with the applications. Notable are self-service, campaign management, and general purpose e-commerce applications.

Customer-centric intelligence applications. These are applications that are intended to analyze the results of operational processing and use the results of the analysis to improve CRM applications.

C] Productivity Paradox of IT

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Ans:-

The discrepancy between the measures of investment in information technology (input) and the measures of output at the national level is described as the productivity paradox. This paradox relates to a lack of evidence of payoffs from massive IT investments in the 1970s and 1980

It is important because over the last 50 years, organizations have invested trillions of dollars in information technology. These expenditures have unquestionably transformed organizations since these technologies have become an integral aspect of almost every business and business process. It seems self-evident that these investments have increased productivity, not just in individual organizations, but throughout the economy. However, at the level of a national economy, it has been very hard to demonstrate that the IT investments really have increased outputs or wages, particularly in light of the slowdown in productivity since the 1970's. This challenges economists to explain the paradox. To fully appreciate this, one must look closely at all the reasons for the economic slowdown that the United States, and most of the rest of the world, has been experiencing over the last three decades. In recent years, a number of possible explanations have been developed.

The explanations have included improper measurement of inputs and outputs, lags in time due to learning and adjustment, redistribution and dissipation of profits, and mismanagement of information and technology.

Productivity is the measurement of outputs divided by inputs, with the former a multiplicative of the units produced times their average value, adjusted for inflation and changes in quality. Hence, these calculations reflect the inputted data.

The amount of time that it takes to achieve full benefits is severely affected by both employee learning and adjustment curves.

The authors also explain how IT gains may be offset by losses in other areas of the business, so that profits are not increased overall. They are also offset by the actual costs of information technology. In particular, during the early years when mainframes predominated, expenses were high and the expenses involved in upgrading these systems were also high. With the move toward client/server technology and its lower costs, systems are easily updated, replaced and removed.

mismanagement of information technology, coupled with inefficient use, has caused additional losses in productivity.

