

Plot No. 2, Knowledge Park-III, Greater Noida (U.P.) –201306

PGDM & PGDM (GENERAL) (2022-23)
END TERM EXAMINATION (TERM - I)

Subject Name: Information Systems for Business

Time: **02.30 hrs**

Sub. Code: PG18

Max Marks: **40**

Note:

All questions are compulsory. Section A carries 5 marks: 5 questions of 1 marks each, Section B carries 21 marks having 3 questions (with internal choice question in each) of 7 marks each and Section C carries 14 marks one Case Study having 2 questions of 7 marks each.

SECTION - A

Attempt all questions. All questions are compulsory.

1×5 = 5 Marks

Q. 1: (A). Explain the use of Internet, intranets and extranets in companies with business examples.

Q. 1: (B). How can a manager demonstrate that he/she is a responsible end user of information systems?

Q. 1: (C). “*Exponentially improved hardware does not necessarily imply that the performance of software is also exponentially improved*”. Discuss with business examples.

Q. 1: (D). Suggest ways for a manager to increase customer satisfaction with the help of information technology.

Q. 1: (E). How are strategic goals of an organization aligned with the components of its information system?

SECTION – B

All questions are compulsory (Each question have an internal choice. Attempt any one (either A or B) from the internal choice)

7 x 3 = 21 Marks

Q. 2: (A). What are the conceptual classifications of information systems?

Or

Q. 2: (B). Explain how database approach has evolved information systems across business functions.

Q. 3: (A). As a manager, what are the factors you will consider to ensure the security of the organization’s database? Cite specific security features and components.

Or

Q. 3: (B). In a remote working environment, what are the preferred measures to ensure data safety?

Q. 4: (A). Explain the evolving role of a manager in Industry 4.0.

Or

Q. 4: (B). Who are the different stakeholders in a business environment and how does information systems help a manager to interact with each stakeholder?

SECTION - C

Read the case and answer the questions

7×02 = 14 Marks

Q. 5: Case Study:

Optimising Staffing in PVR Cinemas

PVR Ltd. is a movie theatre chain in India — who is a market leader in terms of screen count. Since 1997, the brand has redefined the cinema industry and the way people watch movies in the country. The Company has, over the years, consistently added screens, both organically and

inorganically — and currently operates across 846 screens in 176 cinemas in 71 cities in India and Sri Lanka with an aggregate seating capacity of approximately 1.82 lakhs seats.

Challenges

PVR Cinemas, India's largest film entertainment company, struggled with its manual workforce management processes as it expanded. Managers used spreadsheets to schedule cinema staff, having no visibility into employee availability and utilization. HR staff gathered payroll information from cinema registers for the time-consuming, error-prone payroll process. Manually tracking employee attendance and absences provided no means of checking the information's accuracy. Manual processes didn't allow auditing of workforce data or real-time reporting for proactive workforce management.

Requirements

Requiring visibility into scheduling information and real-time workforce data, PVR Cinema managers wanted to see if a location is appropriately staffed, know employees' availability, and shift staff accordingly. Employees wanted a self-service tool to check their schedules, timecards, and accrual balances at timeclocks or PCs, increasing their engagement. An ERP module is required for PVR wherein built-in leave policies and audit functionality show HR and management staff if policies are being followed and which employees have attendance issues. Automated workforce management — including payroll processing — is required to eliminate errors, streamline processes, and deliver significant time, paper, and labour cost savings as PVR Cinemas focus on continuing its growth.

PVR decided to hire Kronos, the world leading vendor of Global Workforce Management Solutions with over 20,000 customers including half of fortune 1,000 companies. Kronos offered solutions such as:

Workforce Scheduler: To schedule thousands of employees across multiple locations and business functions; align the right employees with the right skills at the right time at the right location

Workforce Timekeeper: To track, manage, and control employee time and attendance to reduce payroll inflation and manual errors; minimise compliance risk by tracking complex compliance requirements

Workforce Absence Manager: To identify workers with attendance issues to improve workforce productivity; gain visibility into trends and patterns with on-demand reporting to control absence costs; get complete automation and enforcement of absence-related policies

The management of PVR is focused on a powerful result of an ERP module, which allows tightening of policies and reduction of excess costs due to its ability to properly track all time-related issues and produce real-time information.

Questions:

Q. 5: (A). As a manager for PVR, explain your role in each stage of developing the ERP module. What will be the priorities that you will require Kronos to focus upon?

Q. 5: (B). What are the best practices you will adopt during implementation of this ERP module? What are the expected benefits from a successful implementation of this module?

Mapping of Questions with Course Learning Outcome

Question Number	COs	Bloom's taxonomy level	Marks Allocated
Q. 1:	1	L2	5 marks
Q. 2:	2	L3	7 marks
Q. 3:	3	L5	7 marks
Q. 4:	3	L5	7 marks
Q. 5:	4	L3	14 marks

