

Time: 3 Hours

Note : Answer any 6 questions. All questions carry equal marks.
Assume suitable missing data, if any.

Marks

Read the following narration to answer questions 1, 2 and 3:

Dinesh Tukaram Unnati relaunched the company viz. DTU-Retail and expanded his family business in all major cities of India. In beginning of 2019, company has more than 100 stores spread across India. DTU-Retail aims to expand its operations to 500 stores in year 2020 and to improve its profitability. Company is yet to gain full benefit of its heavy investment in Information Technology. You are appointed as an IT advisor to guide the company on technology refresh initiatives to achieve its strategic goal. You have observed cumbersome business processes and more than 20 Information Systems that were developed in ad-hoc manner over the time are in operation. Collation of data from these system for meaningful analytics is difficult due to absence of integration points and data quality. Due to varied technologies of these systems, IT Department has engaged several vendors and have employed number of employees including contractual resources, who are proficient in respective technologies. IT Department yet to address perennial problems of frequent system breakdown, due to hardware and network failure, that often results into data losses and online customers. To set house in order, on priority, you have decided to: address data quality issues to have meaningful data for analytics; weed out liability processes; and to rationalize information system.

- Q1 Discuss how Principles of Business continuity and DR Operation can help in avoiding frequent system breakdowns and loss of data to great extent. (10)
- Q2 Explain how would you use following methods for control and continuous improvement of processes: (5)
- [a] DMAIC (5)
- [b] PDCA (5)
- Q3 [a] Discuss why would you or not consider ERP solution for DTU-Retail? (5)
- [b] Discuss benefits of CRM system (5)
- Q4 [a] Describe dimension of Data Quality (5)
- [b] What measures would you take to deal with data quality errors (5)
- Q5 Describe the following with an example and metric (how to measure) each: (5)
- [a] Service Quality (5)
- [b] Process Quality (5)
- Q6 Describe the following with an example each in any business ecosystem: (5)
- [a] Keystone Firms (5)
- [b] Niche Firms (5)
- Q7 Describe the usage of following technology: (5)
- [a] Artificial Intelligence (5)
- [b] Robotics Process Automation (5)

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- Q8 Discuss role of Information Technology in addressing global complexities of Supply Chain Management (10)
- Q9 Explain the following terms: (5)
- [a] MUSICAL (5)
 - [b] Virtual Company