

Roll No



**PRESIDENCY UNIVERSITY
BENGALURU**

**SCHOOL OF COMMERCE
END TERM EXAMINATION - JUN 2023**

Semester : Semester IV - 2021

Course Code : COM3016

Course Name : Sem IV - COM3016 - Financial Information Systems

Program : BCM&BCH

Date : 7-JUN-2023

Time : 1.00PM - 4.00PM

Max Marks : 100

Weightage : 50%

Instructions:

- (i) Read all questions carefully and answer accordingly.*
- (ii) Question paper consists of 3 parts.*
- (iii) Scientific and non-programmable calculator are permitted.*
- (iv) Do not write any information on the question paper other than Roll Number.*

PART A

ANSWER ALL THE QUESTIONS

(10 X 2 = 20M)

1. What are the analytical operations of OLAP?
(CO2) [Comprehension]
2. What is Computer Crime?
(CO5) [Comprehension]
3. What do you understand by the term Information Technology?
(CO1) [Comprehension]
4. Mention any four E-commerce categories.
(CO3) [Comprehension]
5. Define OLAP
(CO4) [Knowledge]
6. Mention the components of Information System
(CO1) [Knowledge]
7. Mention any four disadvantages of FIS
(CO5) [Knowledge]
8. Mention the components of Financial Information System.
(CO2) [Knowledge]
9. Define E-Commerce Process
(CO3) [Knowledge]

10. Mention the structures in Decision model.

(CO4) [Comprehension]

PART B

ANSWER ALL THE QUESTIONS

(4 X 10 = 40M)

11. Explain in brief the Managers and their activities in Information System

(CO1) [Comprehension]

12. Explain the pros and Cons of Financial Information System.

(CO2) [Comprehension]

13. What is Information System and explain the need for Information System.

(CO3) [Comprehension]

14. Elaborate the relationship between Information, Decision, and Management with appropriate examples.

(CO4) [Comprehension]

PART C

ANSWER ALL THE QUESTIONS

(2 X 20 = 40M)

15. Mobile Technology: A Key Player For Future Shopping

Faced with strong competition from online stores, retailers are looking for new ways to improve customer service and lower operating costs. They have found mobile technology to be the key to achieving this goal.

Scan-as-you-go mobile devices are a logical next step after the self-checkout used by many retailers. Retail experts predict the new mobile-based retail devices could eventually bring about the end of traditional cash register systems. The mobile checkout stations pioneered at Apple stores appear to be the future. The goal is to speed up and improve customer service and to keep consumers in stores and spending.

Ahold USA's Stop & Shop retail stores use a mobile device called Scan It that hangs on the handle of the shopping cart and allows customers to shop and scan as they go through the aisles. If there is a coupon for an item, the device quickly gives the customers a credit and the total is recalculated. The device is smart enough to alert the customer if there is a coupon for a complementary item, such as coffee creamer if the customer has purchased coffee. According to this case study, shoppers who use the Scan It device spend about 10 percent more than average.

The clothing retailer Nordstrom is also using mobile devices, which it issues to its sales associates on the floor so they can scan items on the spot and let customers pay without going through the cash registers. The Home Depot uses a device called First Phones as an inventory tracker. If the item is out of stock, First Phones quickly notifies the customer whether a nearby store has it and then holds the item for the customer for pick up.

Starbucks is taking steps toward a digital-wallet model that allows customers to pay using their smartphones.

Answer the following questions:

a. According to this case study, what is an upcoming key technology that will be used in retail stores to improve customer service? What is the name of the device used by Ahold USA's Stop & Shop retail stores? [10M]

b. What will be the role of smartphones in the future of shopping? [10M]

(CO4) [Application]

16. With over 80,000 employees, Harrah's Entertainment, Inc., is the world's largest provider of casino entertainment, and the information it has gathered on its more than 40 million customers is stored in an NCR/ Teradata data warehouse. The data has been collected over the years through the company's Total Rewards Card program, which records its customers' activities at the gaming tables and elsewhere. But there was a need to analyze that data to gain insight into customer preferences, gaming patterns, and so on.

For this reason, Harrah's chose IBM Cognos business intelligence software to analyze the data stored in its data warehouse. With the system now in place, the company is able to classify customers into various profiles and use this classification to develop campaigns targeted to specific customer groups. For example, the company may target customers who haven't visited in more than 6 months and offer incentives to get them to return.

The system is also able to measure the effectiveness of various campaigns. The implementation has significantly increased revenue, reduced operational and personnel costs, and enhanced customer service.

Answer the following questions:

- a. Summarize Harrah's Entertainment, Inc., information needs and What main goals did the new information system achieve? [10M]
- b. What were some additional benefits of using the new system? [10M]

(CO3) [Comprehension]