

4 (a) What is WWW ? How are Internet and Intranet different ?
Mention internet applications ?

7

(b) What are neural networks ? How are these useful in present day I.T. industry ?

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5 (a) What are different types of IT tools which help in management ? Write a note on firewalls.

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(b) What is knowledge and knowledge management ? How a knowledge management system is designed ? Write note on knowledge - IC.

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6 Write short notes on following :

(a) Expert system

(b) Decision support systems

(c) H.R. information system.

5, 5, 4

SECTION-B

7 Case Study :

Universal Foods and Drinks Limited (UFDL)

The Universal Foods and Drinks Limited (UFDL) is a company, manufacturing different types of packaged foods and drinks. The product range consists of more than 50 items and 200 packaging units. The company's products are popular throughout the country and the company is known for its quality products.

The Univesal Foods and Drinks Limited has processing plants in the various parts of the country like Jammu and Kashmir, Madhya Predesh, Himachal Predesh, Maharashtra and Kerala. It has a wide network of distributors and dealers, who stock the UFDL products and deal with all types of customers. The company, through this network, reaches to over 50,000 retail points in the urban and the rural markets.

Some of the products of the UFDL are produced throughout the year and are sold through this wide



network. Some products are seasonal in production but are sold throughout the years. And some products are popular in certain seasons and not in demand at all in the other seasons.

The business performance of the company is assured good, if the UFDL produces the products as per the varying demand pattern of the customers. Since, the company has established its strength in the distributor dealer network, the success comes through the appropriate decision in the purchase of fruits, vegetables, cereals and pulses and putting them through processing and packaging, and dispatching them to the various locations where the distributors are located.

It is the policy of the company to launch each year at least one new product in the country. This policy has paid rich dividends, to the company in terms of its image and the customers have always looked forward for such an announcement from the company's end. The UFDL uses, well in advance, the different advertising media such as the newspapers, hoardings, magazines, sample tests and demos, T.V. etc. for announcing and promotion of its new products from time to time. However, the selection of the media is based on the product and its overall position in the product range and the targetted market segment.

In spite of considerable strength in many aspects of business, the company has failed in the launching of new products. It was also not able to meet the demand owing to the inadequate purchases of raw materials, the wastage of the raw materials as the processing plant of the company was not available due to its maintenance schedule or it was scheduled for some other food processing operation. The company also faces the problems of high seasonal inventory which, if not disposed of in time, becomes a non-moving and sometimes a non-saleable inventory.

The UFDL has its marketing division headed by a manager - Marketing supported by the product manager for a group of its products.

Questions :

- (a) Identify the different decisions which the management of the company is making during the course of the business execution.



- (b) Classify these decision in terms of the type - certainty, risk and uncertainty. 3
- (c) Which of these decisions can be converted into the programmable decisions ? Give a model of one programmable decision, and suggest a Decision Support System (DSS) for the same. 3
- (d) Which of these decisions will be taken by the top, the middle, and the operational management of the UFDL ? 3
- (e) Suggest the different Decision Support Systems which the management of the UFDL may use for stretegic management of the business. 2

