

Name:
Enrolment No:



UNIVERSITY OF PETROLEUM & ENERGY STUDIES

End Semester Examination (Online) – May, 2021

Course: Logistics Information System

Semester: IV

Program: BBA (Logistics Management)

Time: 03 hrs.

Course Code: DSIT 2001

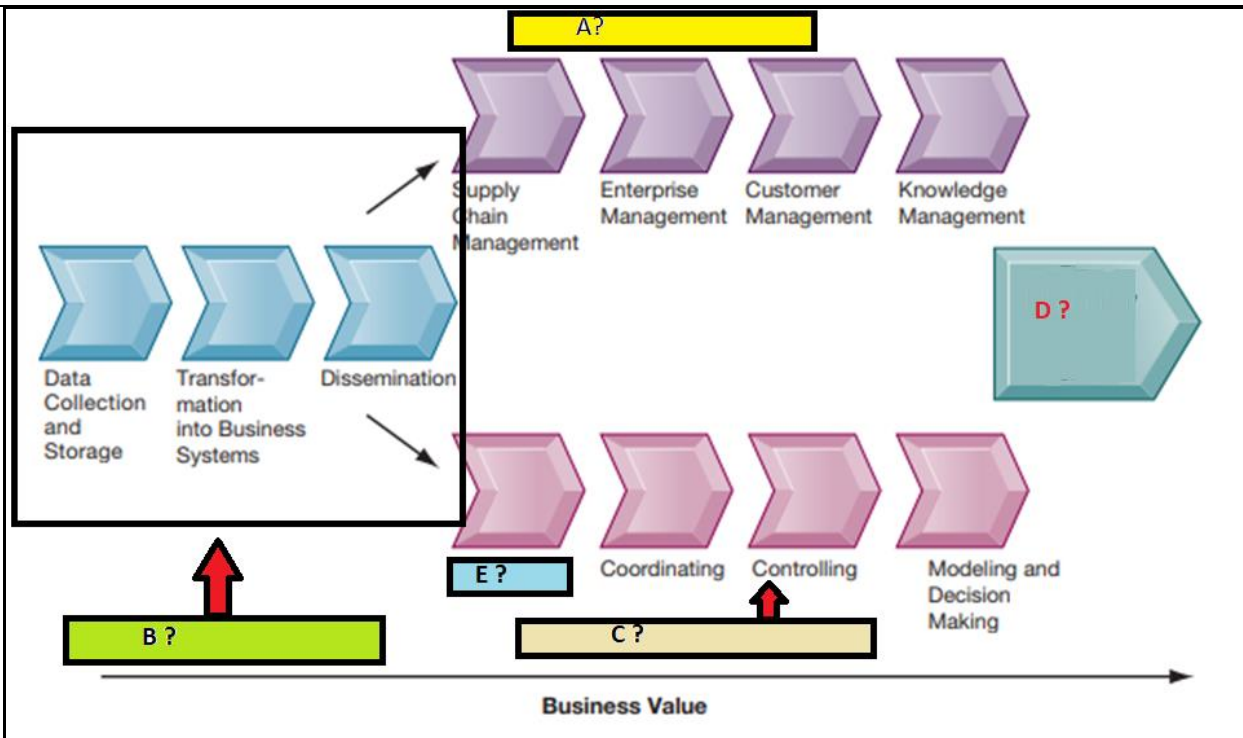
Max. Marks: 100

IMPORTANT INSTRUCTIONS

1. *The student must write his/her name and enrolment no. in the space designated above.*
2. *Use of calculator allowed.*
3. *Differentiation in marks will be based on how adequately explanations are given and illustrated.*

SECTION A

Q.No	1. Each Question will carry 6 Marks 2. Instruction: Complete the statement / Select the correct answer(s) – Any answer should not exceed 100 words	Marks	COs
1.	Fill in the blanks: The five moral dimensions that forms the base of ethics in an information society are: _____, _____, _____, _____ and _____ .	5	CO4
2.	Find the missing terms in the diagram from A to E: (choose from the options)	5	CO2



Options:

Risk Management, Management Activities, Business Integration, Business Processes, Firm profitability and strategic position, Revenue Management, Information Processing, Planning, Data Accumulation, Risk Identification.

Fill in the blanks with the options given:

3.

Internal corporate networks based on Internet technology are called _____. Private intranets that is accessible to _____ outsiders are called _____. Both of them are very useful as alternative tools for _____ and fast _____ among customers and suppliers.

Options: available, extranets, authorized, intranets, standardization, information flow, integration, process flow.

5

CO1

4.

Match the following Firms to their primary revenue model:

Firms	Revenue Models
i) Facebook, Youtube	a) Subscription Revenue Model
ii) Uber, Paypal	b) Licensing revenue model
iii)Netflix, Amazon Prime	c) Freemium/ upselling
iv)Skype	d) Advertising Revenue Model

5

CO3

	v) Broadway.com	e) Transaction fee (Commission-based) revenue model		
		f) Affiliate revenue model		
5.	True/False (With explanation. If false they explain why and if true then explain what it means. No marks without explanation) Internet enables short tail marketing, as they are beneficial from a broad traffic generation perspective.		5	CO1
6.	True/False (With explanation. If false they explain why and if true then explain what it means. No marks without explanation) Pull-based models are demand-driven and useful in solving bullwhip effect.		5	CO2
	SECTION B			
	1. Each question will carry 10 marks 2. Instruction: Any answer to the question should not exceed 350 words. Mention assumptions clearly if you are taking one 3. No marks if steps are written in paragraphs or if the handwriting is illegible			
7.	Explain how the following helps in maintaining of ethical principles during information system usage and is part of which of the five moral dimensions: (5 X 2) a) General Data Protection Regulation (GDPR) by EU b) Patents		10	CO4
8.	Explain the following forms of artificial intelligence (AI) systems and how they are used in businesses: (5 X 2 = 10) Expert systems, Neural Networks, Genetic algorithms, Intelligent agents and Natural language processing		10	CO2
9.	Explain how information systems can help in combating Porter's five forces and build a sustainable business? (2 X 5)		10	CO3
10.	How does customer relationship management helps firm achieve customer intimacy?		10	CO1
11.	How has been collaboration and social business become so useful in this era of social distancing and work from home. Explain along with the time/space collaboration and social tool matrix.		10	CO4
	SECTION C			
	1. Each question will carry 20 marks 2. Instruction: Write long answer (800 words maximum)			
12.	Columbiana is a small, independent island in the Caribbean that has many historical buildings, forts, and other sites along with rain forests and striking mountains. A few first-class hotels and several dozen less-expensive accommodations lie along its beautiful white-sand beaches. The major airlines have regular		20	CO3

flights to Columbiana, as do several small airlines. Columbiana's government wants to increase tourism and develop new markets for the country's tropical agricultural products. (5 X 4)

- a) How can an e-commerce presence help?
- b) What Internet business model would be appropriate?
- c) What functions should the e-commerce presence perform?
- d) What should be the revenue model of the e-commerce website, if any?