

MBA & MBA (Finance) I Semester Supplementary Examinations June/July 2018

INFORMATION TECHNOLOGY FOR MANAGERS

(For students admitted in 2017 only)

Time: 3 hours

Max. Marks: 60

SECTION – A

(Answer the following: (05 X 10 = 50 Marks))

1 Explain the components of a system.

OR

2 What are the roles of IT in various sectors?

3 Explain the applications of data base with examples.

OR

4 Discuss about data base languages in detail.

5 Explain about basis statistical formulae.

OR

6 What are the steps for creating an effective presentation?

7 Discuss the concepts of data communication.

OR

8 What are the services provided by the internet? Explain.

9 Explain the implementation of ERP.

OR

10 Explain about big data and cloud computing.

SECTION – B

(Compulsory question, 01 X 10 = 10 Marks)

11 **Case Study:****The Business Value of Data Resource Management**

Many companies say they want to create new, breakthrough business opportunities from their valuable data resources. Experian Inc. is one of a growing number of companies that are actually doing it.

Experian, a unit of London-based GUS PLX, runs one of the largest credit reporting agencies in the United States. But Experian wanted to expand its business beyond credit checks for automobile loans. If it could collect vehicle data from the nation's various motor-vehicle departments and blend that with other data, such as change-of-address records, then its Experian Automotive division could sell the enhanced data to a variety of customers. For example, car dealers could use the data to make sure their inventory matches local buying preferences. And toll collectors could match license plates to addresses to find motorists who sail past toll booths without paying.

But to offer new service, Experian first needed a way to extract, transfer and load data from the 50 different U.S. state department of motor vehicles (DMV) systems (plus Puerto Rico) into a single database. That was a big challenge. "Unlike the credit industry that writes to a common format, the DMVs do not", says Ken Kauppila, vice president of IT at Experian Automotive in Costa Mesa, California. Of course, Experian didn't want to replicate the hodgepodge of file formats it inherited when the project began in January 1999- 175 formats among 18,000 files. So Kauppila decided to transform and map the data to a common relational database format.

Contd. in page 2



Fortunately, off-the-shelf software tools for extracting, transforming, and loading data (called ETL tools) make it economical to combine very large data repositories. Software vendors offering ETL tools include Evolutionary Technologies, Informatics, Oracle and Sybase. Using ETL Extract from Evolutionary Technologies, Experian created a database that can incorporate vehicle information within 48 hours of its entry into any of the nation's DMV computers.

This is one of the areas in which data management software tools can excel, says Guy Crease, analyst at Aberdeen Group in Boston. "It can simplify the mechanics of multiple data feeds, and it can add to data quality, making fixes possible before errors are propagated to data warehouses," he says.

Using the ETL extraction and transformation tools along with IBM's DB2 database system, Experian Automotive created a database that processes 175 million transactions per month and has created a variety of new revenue streams. Now, for \$10.99 per query, Experian can make available via the Web the ownership history for any vehicle bought or sold in the United States. For example, car dealerships are a big market for Experian's database because they'll pay for data about vehicle ownership preferences in particular geographic areas. Each 17-digit vehicle identification number in the database contains references to model, make and color. Armed with this data, dealers can determine what kind of vehicle inventory mix might sell best in different regions.

The new automotive database-which has raised the hackles of privacy advocates-included Experian's own corporate records, data from 30,000 credit granters and address-change information licensed from the U.S. Postal Service. Plus, Experian is expanding the database to include accident and emission reports, as well as information about vehicle auctions. The result: Experian offers more comprehensive information than that maintained by state DMVs and auto manufacturers.

This gold mine of information could, for example, help ensure that automakers and auto parts companies are able to contact the majority of vehicle owners affected by recalls-even owners who have moved-and thereby help save lives and avert vehicular and auto parts-related injuries. Previously, recalls were initiated using dealer service and sales records. In addition, Experian's data assets can uncover patterns useful to manufacturers and retailers in creating brand loyalty campaigns and in launching new auto models. Retailers can use the data to speed the process of proving credit to potential buyers. Auto auction companies can check the histories of millions of cars.

Experian's automotive database is the 10th largest database in the world-now, with up to 16 billion rows of data. But the company says the relational database is managed by just three IT professionals. Experian says this demonstrates how efficiently database software like DB2 and the ETL tools can work with a large database to handle vast amounts of data quickly.

Questions:

- (a) How do the database software tools discussed in this case help companies exploit their data resources?
- (b) What is the business value of the automotive database created by Experian?
- (c) What other business opportunities could you recommend to Experian that would capitalize on their automotive database?

