

**Total No. of Pages : 04**

**Total No. of Questions : 09**

**MBA (Executive) (Sem.- 4)**

## MANAGING THE INFORMATION DIMENSION

**Subject Code : MBX-402**

**Paper ID : [74446]**

**Time : 3 Hrs.**

**Max. Marks : 60**

**INSTRUCTIONS TO CANDIDATES :**

1. **SECTION-A contains TEN questions carrying TWO marks each and students has to attempt any EIGHT questions.**
2. **SECTIONS-B consists of SEVEN questions each carrying SEVEN marks each and student has to attempt any FIVE questions.**
3. **SECTION-C is consist of ONE Case Study carrying NINE marks.**

## SECTION-A

**Q1 Answer briefly :**

- “Garbage in, Garbage out”*. Discuss this statement from the perspective of Data and Information.
- How information systems help to achieve strategic objectives of an organization?
- How Decision Support Systems is different from Management Information Systems?
- Discuss briefly some of the emerging mobile platforms.
- What is meant by Business Intelligence?
- Why Databases are important for organizations?
- What is the role of information systems in global supply chain management?
- Discuss various dimensions of knowledge.
- What is the importance of System Analysis and Design phase?
- What is Analytical CRM?

## SECTION-B

- Q2 Discuss the need and relevance of Information Systems in the present competitive scenario? Explain by citing examples.
- Q3 Discuss how internet and wireless technology has impacted the business organizations. Explain by citing examples.
- Q4 Discuss the reasons for widespread application of Data Mining? Explain by giving relevant examples.

- Q5 How E-Commerce has changed the way of doing business? Explain by taking Indian business perspective.
- Q6 Discuss the need and application of knowledge Management Systems.
- Q7 Which implementation technique of Information Systems is suited at which situation? Discuss in detail.
- Q8 Write detailed notes on :
- a. Reasons for growth of international information systems
  - b. Role of Enterprise Resource Planning

### SECTION-C

#### 9. Case Study :

Toppers Pizza is located in the United States and operates as a chain of pizzerias. The first restaurant of the chain was opened in Wisconsin, Whitewater, where it is now headquartered at. The chain operates as both company's owned stores and franchises and is spread throughout the United States across more than 70 locations. The name of the chain is after its target market, which includes college students and customers between 18 and 34 years old. This kind of targeting requires operating at odd times as well, so the store stays open till 3 a.m. or later for students working late in the night. The founder of the chain, Scott Girish, himself was a college student when he became delivery drive for Toppers Pizza and after serving as director of operations at Dominos, he left in 1991 to start his own pizza business. It is recognized among the top 50 franchises in the medium class category and among top 25 service, multi unit franchises by Franchise Business Review. It is growing remarkably at a rate not less than 10% annually and fetching sales between 25 million and 50 million US dollars annually.

Owing to aggressive expansion and growing order counts from customers, the Toppers Pizza information system adds to operating efficiencies of the pizza chain and provides the management with accurate information as and when required. Right from the start of placing order to tracking sales, the information system is playing a critical role. Toppers Pizza Breakaway POS Point-of-Sale system is a graphical user interface and touch screen based computerized information system which manages ordering, inventory and reporting at Toppers Pizza. It has been implemented in all, the chain stores, including franchise stores. More than one third of the store's orders originates from online sources, so to efficiently manage the online ordering and tracking of orders; the firm decided to roll out its new POS at all its domestic stores. "The driver dispatch and routing functions of Breakaway Vision are tools that improve delivery efficiency. I cannot imagine using a POS system for pizza delivery that doesn't have dispatch and routing capabilities", says Mark Watt, Franchise operations director, Toppers Pizza, Inc.

The entire process of taking the order has been designed in a way that it does not take more than 12-15 minutes to accomplish it. Breakaway POS provides a touch screen menu. The user interface for ordering is a simple screen which gives information about Menu, functions, and customers along with their accounts. The employee selects a menu item (based on the customer's choice) using touch from a list of available items appearing as tabs on the screen. When a customer orders or calls to Toppers Pizza for ordering pizza, the receptionist selects 'PIZZA' from Menu items and asks for the following information from the customer which serves as the primary input:

- Phone number/ contact number
- Name & company name
- Street name, city & region

The contact number of the customer is used as an account in Toppers Pizza system. Whenever Toppers Pizza makes or receives a call, the number flashes on the system to which the telephone is connected. If the number is already saved as an account in the system, the system will display "Existing" against the account. If the account is new, the system will show "New" and an asterisk (\*) appears before the name of customer, indicating that the system has no previous history of orders for this account. If, however, a customer is ordering again (more than once), then as the operator types the contact number, the system automatically retrieves the information about the customer like name, address, type of pizza ordered, no. of orders placed with particular branch, the amount refunded (if any), frequency of orders, etc. The employee makes the order suggestions to the customer based on past order history. Once the order is placed through phone, online or at the counter, the data of that order with account automatically gets transferred into a centralized computer in the branch within 1-1.5 seconds and this system is connected to the main server which is at the headquarters of the Toppers Pizza. Each & every order's information can be seen at the main server and ensures complete visibility for better planning by top management.

The Toppers Pizza has also deployed VOIP. Using this facility, the pizza chain allocates a particular number to a specific region or geographic area. When a customer calls the pizza chain on this number, VOIP automatically detects the location of the caller and intelligently routes the call to her nearest store location. This way the customer does not need to memorize more than one number for different store locations. For the firm too, this system eliminates the need to maintain multiple analog lines for each number, thus reducing cost. In addition, VOIP transmits voice calls over the internet by converting voice into packet data. Breakaway POS even manages the refund in case the customer is not satisfied with the product or services, wrong order is delivered, or the delivery is not made within the said time. Refund is written in this system as 'Remake', and only done against valid reasons because the branches have to report the reason for refunds to their higher authorities.

For evaluating the performance of stores, the store managers generate reports from POS system. Each store prepares a monthly report using this system which depicts the consolidated performance of the store. Some of the items which the report contains:

- Sales: net sales of the present month, net sales for this month last year, and net sales of the last month, Expected sales

- Growth rate, achievement over budget for the month
- Orders delivered

These reports aid, in comparison of past sales for different months with the current month. This can be used to make future projections and check the growth or decline in sales for each branch. These reports can then be forwarded to the senior management. When a manager logs in with his password to the information system, he can retrieve and mail important information. Reports of daily services, inventory and also the guidelines from superiors are can be mailed through this system.

No firm can run without efficient evaluation and tracking system in place. The main concern of the store manager is to manage the day to day operations and sales of the store. In order to keep an eye on the sales of the store, the manager analyses the store sales from the information system every week. The manager assesses the order frequencies and also identifies the areas from where new orders are coming. On the basis of data collected, the manager divides the areas into three main sectors, which is then used for target marketing:

- a. Sector A - encompasses the area from where new orders are coming, comprising 5 to 10% of total orders on average.
- b. Sector B - comprises that sector or portion of the locality from where the orders are coming at a steady rate and makes up to 10 to 30% of the total orders.
- c. Sector C-is the area with the highest sales, almost 60% of the total areas.

Breakaway POS also aid in inventory management. The details of the inventory stored in each branch for a particular time period are prepared regularly in MS-Excel worksheet. Each item of raw material which is used to make the finished products is described in this sheet like tartar dip, hot smackers, taco veg, taco non veg, nutty lava cake, roasted coffee beans, etc. The used quantity of each item is compared against available quantity and ideal usage. Then variance is calculated to identify whether products are being optimally utilized. This information is then utilized to conduct wastage analysis and cost incurred for the same. The wastage analysis reports from different branches are forwarded to head office using e-mails, which aids in comparison of wastage in different branches.

In a nutshell, the Toppers Pizza information system Breakaway POS provides a competitive edge to Toppers Pizza compared to other point of sale systems. It ensures real time data processing, efficient communication, consistent reporting for decision making and managing store operations effectively. In a nutshell, I it guarantees customer satisfaction.

### ***Questions :***

- 1) How Toppers Pizza Breakaway POS System, helps in managing customer's orders and identification of new customers? (3)
- 2) How Toppers Pizza POS system helps the manager to segregate the areas of customer orders and use appropriate targeting strategies? (3)
- 3) Discuss how as a senior manager, you can conduct wastage analysis in Toppers Pizza stores applying POS System. (3)