



DELHI SCHOOL OF BUSINESS
By Vivekananda Institute of Professional Studies - TC

Delhi School of Business
PGDM Program
MID-TERM EXAMINATION, MARCH 2024
TERM – III (Batch: 2023-25)

Course Name	Management Information Systems & Enterprise Resource Planning	Course Code	MIS & ERP
Duration	1.5 Hours	Max. Marks	20

Instructions:

1. Crisp and concise answers are desired
2. Cheating of any form is strictly prohibited
3. The questions **have to answered sequentially**
4. Please answer 7 questions, with Questions 9 and 10 being mandatory.

Q.1 (2.5 Marks) CO1

✓ Explain DIKW pyramid with the help of a suitable example.

Q.2 (2.5 Marks) CO1

✓ Discuss the generic strategy adopted by Netflix and provide arguments to support your stance.

Q.3 (2.5 Marks) CO1

Provide three use cases of DSS in the hotel industry.

Q.4 (2.5 Marks) CO1

✓ Give reasons why Indian Railways have thought of revamping the existing passenger reservation system.

Q.5 (2.5 Marks) CO1

✓ Explain the reasons behind NDLP's hesitancy to implement a cloud-based ERP solution.

Q.6. (2.5 Marks) CO1



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Why Digitalization Alone Is Insufficient and What Comes Next

Q7. (2.5 Marks) CO1

Explain how data scientists can help in implementing data-driven decision-making culture.

Q8. (2.5 Marks) CO1

List down the alternatives that TATA steel had for Aashiyana. How would you evaluate these alternatives.

Q9. (3.5 Marks) CO1

Explain how CSF is different from Key Indicator approach.

Q10. (4 Marks) CO1,2

What are the key differences in Titli and Gangotri, initiatives of knowledge management at TATA Chemicals.