NMIMS Global Access

School for Continuing Education (NGA-SCE)

Course: Information Systems for Managers

Internal Assignment Applicable for September 2022 Examination

Assignment Marks: 30

Instructions:

- *All Questions carry equal marks.*

- *All Questions are compulsory*

- *All answers to be explained in not more than 1000 words for question 1 and 2 and for question 3 in not more than 500 words for each subsection. Use relevant examples, illustrations as far as possible.*

- *All answers to be written individually. Discussion and group work is not advisable.*

- *Students are free to refer to any books/reference material/website/internet for attempting their assignments, but are not allowed to copy the matter as it is from the source of reference.*

- *Students should write the assignment in their own words. Copying of assignments from other students is not allowed.*

- *Students should follow the following parameter for answering the assignment questions.*

For Theoretical Answer	
Assessment Parameter	**Weightage**
Introduction	20%
Concepts and Application related to the question	*60%*
Conclusion	*20%*

For Numerical Answer	
Assessment Parameter	**Weightage**
Understanding and usage of the formula	20%
Procedure / Steps	*60%*
Correct Answer & Interpretation	*20%*

1. You are the owner of a 5 star Hospitality brand in India having 100 hotels spread across the country. Your customer base is exploding on a Year on Year basis. Suggest an innovative software package solution to help manage this customer base including

Customer Satisfaction & Customer Retention strategies. Also, detail out the features & benefits of this software package solution. **(10 Marks)**

2. You are the owner of a start up company in Bengaluru & have a total of 5 employees. Your budget is quite limited in nature & hence you would not like to invest a lot in IT hardware Infrastructure that includes servers. Suggest an alternative solution to substitute IT hardware solution where your expenses can be minimized. Enlist 5 features & 5 benefits of this solution. **(10 Marks)**

3. The city of Dahod is in Gujarat and has been proposed to become a 'Smart city'. You have been invited as an external IT consultant by Government of India with a mandate to convert Dahod into a "Smart City"

a. Which "Smart" city in the world will you choose as a benchmark to emulate some of the best practices of that city into Dahod? Provide atleast 3 reasons with brief descriptions behind your choice of choosing that particular city as a benchmark? **(5 Marks)**

b. Suggest & describe atleast 2 innovative technology enabled services that you will introduce into Dahod so that it can be called as a "Smart city"? **(5 Marks)**

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