VPM's
DR VN BRIMS, Thane
Programme: MMS (2024-26)
First Semester Regular Examination January 2025

Course Name:	**IT Skills for Business**	**Course Code**	**C-108**
Roll No.		**Marks**	**60**
Total No. of Questions	6	**Duration**	**2 Hours**
Total No. of printed pages	3	**Date**	**11/1/2025**

Course Outcome Statements:

CO1: Remember the fundamental concept on information Technology, and its functional aspects.
CO2: Understanding the emerging trends of information technology, the Information Technology Infrastructure and its role w.r.t. changing Business environment.
CO3: Apply the knowledge of data management and data analytics tools to solve the business problems.
CO4: Analysing information technologies integration to business application across the functions and verticals of the industry for enhancing daily functions of business.
CO5: Evaluate applications of IT across Industries for enhancing business decisions.
CO6: Develop and Design Various Information Technology strategies for successful digital transformation.

Instructions: -			**Marks**	**BL**	**CO**
Q. No 1 (All Questions are Compulsory)					
Q. No.		**Questions**			
Q. 1		**Case/Case-let Study**			
		The Indian biscuit industry has a turnover of around `3,000 crore. India is the second largest manufacturer of biscuits, after USA. The industry employs almost 3.5 lakh people directly and 30 lakh people indirectly. The biscuit industry can be segmented into the organized and unorganized sectors. There are about 150 small and medium sector units besides a few large units. The proportion of the production in the organized to unorganized sector is in the ratio of 55 to 45 per cent. Exports of biscuits have been generally to the tune of 10 per cent of annual production. The industry is showing an annual growth rate of about 14 to 16 per cent since 2003. The per capita consumption of biscuits in India is only 1.8 kg per annum as compared to 2.5 kg to 5.5 kg in the South East Asian countries, European countries and USA. The biscuits could be broadly classified into various categories such as Glucose, Marie, Sweet, Salty, Cream and Milk. MRP Biscuit Company started its operations in Ambala city, Haryana, in 2001. The company was growing at an annual rate of 20 per cent, which was above the industry average. However, for the last three years, the growth has been only to the tune of 5 to 6 per cent. This very factor has been of a main concern to the top management of the company. Mr P K Malhotra, the Senior Vice President, Marketing, had a meeting of the senior marketing team and was wondering why their company, which has been doing so well, has slowed down in the last few years. During the discussion it was suggested by one of the senior managers to identify the factors which influence the preference for biscuits. It was argued that once these are known, it will help the company to concentrate on those factors accordingly. Therefore, the company decided to get a study done from a research agency to identify the various factors that			

influence the preference for biscuits. A sample of 40 individuals was chosen randomly from Ambala. The data was collected on variables like preservation, quality, taste, nutrition value and preference on a 7-point scale with the higher number indicating a more positive rating. This case study explores the findings of a multiple regression analysis conducted to assess how three key factors—Nutritional Value, Taste, and Preservation Quality—affect consumer preference for a specific food product. The analysis aims to provide insights that can guide food companies in enhancing their offerings to meet consumer demands. The study utilized a sample of 40 observations to perform a multiple regression analysis using Excel. The primary objective was to quantify the relationship between consumer preference and the identified factors. The results of the analysis are presented in three main tables: Regression Statistics, ANOVA, and Coefficients.

Regression Statistics	
Multiple R	0.927517
R Square	**0.860287**
Adjusted R Square	0.848645
Standard Error	0.699212
Observations	40

Table 1

ANOVA					
	df	*SS*	*MS*	*F*	*Significance F*
Regression	3	108.3747	36.1249	73.8906	**0.00**
Residual	36	17.6003	0.488897		
Total	39	125.975			

Table 2

	Coefficients	*Standard Error*	*t Stat*	*P-value*
Intercept	0.732929	0.300923	2.435601	0.019948
Nutrition Value	**0.294658**	0.102849	2.864947	**0.00692**
Taste	**0.170457**	0.103021	1.65459	**0.106702**
Preservation Quality	**0.548192**	0.117648	4.659579	**0.00**

Table 3

	a.	Based on the regression analysis results, examine the relative influence of each factor (Nutritional Value, Taste, and Preservation Quality) on consumer preference. Provide a detailed breakdown of the statistical significance of each variable as indicated by their p-values.	**5**	**Level 4**	**CO4**
	b.	Critically assess the implications of the findings for food product development. Considering the significant influence of Nutritional Value and Preservation Quality on consumer preference, what recommendations would you propose for a food company looking to enhance its product offerings? Justify your recommendations based on the statistical evidence provided in the analysis, and discuss potential challenges the company may face in implementing these changes.	**5**	**Level 5**	**CO5**
Q. 2		**Answer the following**			
	a.	**Evaluate** the role of Big Data Management in enhancing business decision-making. Provide examples to support your answer.	**10**	**Level 5**	**CO5**
Or					
	b	**Critically assess** how ethical and social issues influence the implementation of E-Business in organizations.	**10**	**Level 5**	**CO5**
Q. 3		**Answer the following**			
	a.	**Analyse** the role of IT infrastructure in optimizing business operations. Discuss with examples from real-world scenarios.	**10**	**Level 4**	**CO4**
Or					
	b.	**Examine** the impact of emerging technologies like Artificial Intelligence and Machine Learning on business intelligence systems.	**10**	**Level 4**	**CO4**
Q. 4		**Answer the following**			
	a.	**Apply** the concept of ERP systems to a retail business and outline the key benefits it would bring.	**10**	**Level 3**	**CO3**
Or					
	b.	**Develop** a plan for integrating digital payment systems in a small business to enhance customer experience.	**10**	**Level 3**	**CO3**
Q. 5		**Answer the following**			
	a.	**Explain** how Internet and wireless technology contribute to the growth of E-Business.	**10**	**Level 2**	**CO2**
Or					
	b.	**Explain** the role of Business Intelligence in improving decision-making processes.	**10**	**Level 2**	**CO2**
Q. 6		**Answer the following**			
a	**i**	**Explain** the steps for digital transformation of higher education Institution process using Information Technology.	**5**	**Level 1**	**CO1**
	ii	**How** does Excel's Data Analysis Tool pack help in performing statistical analysis?	**5**	**Level 1**	**CO1**
Or					
b	**i.**	**Recall** the concept of Cybersecurity.	**5**	**Level 1**	**CO1**
	ii	**What** are the applications of Virtualization in business operations?	**5**	**Level 1**	**CO1**