INDIAN INSTITUTE OF MATERIALS MANAGEMENT

Post Graduate Diploma in Materials Management

Paper 18.b

DECISION SUPPORT SYSTEM

Date: 17.12.2011   **Max. Marks 100**
Time: 2.00 p.m. to 5.00 p.m.   **Duration 3 hours**
Instructions:
1. From part "A" answers all questions (compulsory). Each sub-question carries 1 mark.   **Total marks = 32.**

2. From part "B" answers any three questions out of 5 questions. Each question carries 16 marks. **Total marks =48**.

3. Part "C" is a case study (compulsory).   **Total marks = 20**

PART A

Que1 **Expand the following**

1.DSS

2 EDP

3 MIS

4 CRM

5 GDSS

6 ESS

7 OLAP

8 WWW

Que2 **Fill in the blanks**

1. AI in DSS stands for -----------

2 Decision Support Systems are ------of computer-based information system (CBIS)

3 A data warehouse is a relational database that is designed for ------ and ------- rather than for transaction processing

4 The difference between ------ and ----- is the focus on the group versus the individual decision-maker

5 In a Customer Relationship Management context, data preprocessing is a component of ------

6 Data Staging is also called copy management or --------- management

7 A typical ES generally consists of ------- components

8 Noise is a random error or ---- in measured variables.

Que3   Match the following

	Column A		Column B
a)	PEST Analysis	1	The final component of Data Warehouse Architecture
b)	SWOT Analysis	2	Object Oriented Programming
c)	OOP	3	An instance of DSSs with unique characteristics
d)	ESs	4	Dependent subset of a data warehouse
e)	Data Mart	5	Data about data
f)	Meta data	6	Helps to assess the potential & suitability of a market
g)	Data Staging	7	Helps to assess the strength of the company
h)	Histogram	8	Popular form of data reduction

Que4   Find True or False of the following

1) PEST analysis is helps to assess the potential & suitability of a market

2) A DBMS serves as a data bank for the DSS

3) PCA & K-L Methods both are not same

4) Excel Programming is essentially the process of building applications that use a spreadsheet rather than a traditional programming language.

5) Sampling cannot be used as a data reduction technique.

6) Data warehouse is the main repository of an organization's historical data ,its corporate memory

7) Macro is a sequence of user actions that is recorded and can be played back later to duplicate the original actions

8) Data Mining is also called as data or knowledge discovery

PART B

Que5   a) Describe the architecture of Data Warehousing

b) Describe the architecture of Data Mining

Que6   **Write short notes on (any two) (8+8)**

1. a) Decision Trees

b) Payback analysis

2. a) CRM

b)DSS Tools

3. a)Role of DSS & its Application

b) Components of DSS

4. a) Characteristics of Excel Programming

b) Write short note on VBA Language

Que7   a) What do you mean by Data Warehousing

b) Discuss the advantage & limitation of DSS

Que8   a) What are the components of GDSS

b) What is DBMS

Que9   **Distinguish between**

a) EDP versus MIS

b) Programmed versus Non-Programmed Decisions

Que10

SECTION C

(Case Study)

Following data for analysis include the attribute age. Use Z-score normalization to transform the value 36 for age, where the standard deviation of age is 12.81 years.

10,11,12,16,19,20,21,21,22,22,23,25,25,26,30,33,34,35,35,35,35,36,40,45,48,52,64

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