

(Following Paper ID and Roll No. to be filled in your Answer Books)

Paper ID : 2289845

Roll No.

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MBA

Regular Theory Examination (Odd Sem-III), 2016-17

**SYSTEM ANALYSIS & DESIGN AND
SOFTWARE ENGINEERING**

Time : 3 Hours

Max. Marks : 100

SECTION - A

(10×2=20)

Note : Attempt all questions

1. What do you mean by term "Feasibility Report"?
2. What is end user training?
3. What is business process cycle?
4. What is user interface design?
5. What is decision tree?
6. Explain the importance of prototyping.
7. What is cryptography?

8. Define types of security threats.
9. What are E-R Diagram and DFD?
10. What is software testing?

SECTION - B (5×10=50)

Note : Attempt any Five questions

1. Briefly discuss about the major components of Information System. How would you distinguish between Temporary and Permanent System?
2. Explain various phases of SDLC by taking example of the development of Business Information System for an organization.
3. What do you understand from the term "System Stakeholder"? Differentiate between System Owner and System User.
4. Explain the following with advantages & disadvantages of each.
 - i. Traditional Information System
 - ii. Modern Information System

5. Briefly discuss about the major components of Information System. How would you distinguish between Temporary and Permanent System?
6. Discuss the term "System Designer" and the role of System Designer in over - all development process.
7. Differentiate between object oriented analysis (OOA) and object oriented design (OOD).
8. Discuss various types of attacks in internet and explain how to deal with these attacks?

SECTION - C (3×10=30)

Case Study

Wal - Mart is one of the largest companies in America. It is definitely the largest retailer, both in terms of the number of stores (8,970 worldwide in 2011) and the level of sales (\$ 419 billion from the 2011 Annual Report). By pushing suppliers to continually reduce costs, Wal - Mart is known for pursuing low prices and the stores often attract customers solely interested in lower prices. With Wal - Mart's expansion into groceries, the company has become the largest retail grocer in America. Even by 2002, over 100 million Americans visit a Wal - Mart

store in a given week (Press Action 2002). Yet, Wal-Mart has struggled in the online world. The company has tried several approaches to selling physical and digital products online. From electronics to books, music, and movie rentals, the company has announced many different online stores. Wal - Mart has struggled with most of its attempts, while Amazon continues to grow and expand in e-commerce sales. Although Amazon has a fraction of the total sales of Wal - Mart, Amazon is substantially larger in online sales. Which raises the ultimate question of what Wal - Mart is doing wrong, or what it needs to do to get a larger share of online sales.

E-Commerce

In 2011, Wal - Mart appears to have shifted part of its online strategy. Two leading managers, Raul Vazquez in charge of global e-commerce in developed markets, and Steve Nave, who ran the California - based Walmart.com left the company (Bustillo 2011). The company also announced that it was ending the sale of downloaded music (a step they had also taken years before). Part of the restructuring appears to shift e-commerce responsibility to managers in individual nations. Regional

managers were appointed to be in charge of nations within specific sectors, such as Latin America, Asia, and Europe.

Although Wal-Mart does not report sales for the e-commerce division, Internet Retailer estimates that in the U.S. and Canada, Wal - Mart generates about \$ 4 billion in sales - making it the sixth largest - behind not only Amazon, but Staples and Office Depot (Bustillo 2011). Interestingly, Wal-Mart, through ASDA provides online grocery shopping in Britain 110.

Amazon and Target

For several years, Target, a direct competitor to Wal-Mart, relied on Amazon to handle its Web sales. The Amazon Web site displayed the products and processed the payments. In most cases, Amazon also handled the warehouse operations, shipped the products, and handled customer service. Essentially, Target outsourced the entire Web operations to Amazon. After two - years in development, in 2011, Target launched its own Web site. At that point, Target will stop selling items on Amazon's site. In 2010, Target had \$ 1.33 billion in U.S. sales, making it the 23rd largest online retailer.

Target said the new Web site will more closely match the in - store experience and that it will be able to carry a bigger assortment of products - with as many as 800,000 products with free shipping (probably free to pick up at a local store).

Wal-Mart Sales Data

In 2011, Wal-Mart shook up the marketing world by declaring that sales data from its stores was a strategic asset and the company would no longer provide access to the data to outsiders. A decade later, in July 2011, Wal-Mart agreed to provide access to its sales data to Nielsen - the market research company. In the meantime, the sales climate had changed, from the high-increases of the early 2000s to eight - consecutive quarters of declining sales in 2010 from stores open at least a year. Cindy Davis, newly appointed as Wal - Mart executive vice president for global customer insights noted that "We plan to share our point -of - sale information to help us identify category growth opportunities sooner and collaborate with our manufacturer partners to develop more impactful customer - driven programs going for-ward" [Zimmerman and Lamar 2011].

Case Questions :

- a. How is Wal - Mart's Web site different from Amazon and Office Depot?
- b. Do Wal - Mart and Best Buy face the same problems or different ones?
- c. What customers shop at Wal-Mart, both in-store and online?