

**INDIAN INSTITUTE OF MATERIALS MANAGEMENT**  
**Post Graduate Diploma in Materials Management**

**PAPER 18. b**

**DECISION SUPPORT SYSTEMS**

**DEC-2010**

Date:19.12.2010

Time: 2:00 PM to 5.00 PM

Max Marks: 100

Duration: 3Hrs

**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
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**PART – A**

**Q.1. Expand the following**

- |        |         |         |        |
|--------|---------|---------|--------|
| 1] CRM | 2] DBMS | 3] VBA  | 4] GUI |
| 5] WAN | 6] ETL  | 7] OLAP | 8] WWW |

**Q.2 State true or false**

1. Decision Making is a recursive process.
2. Management Information System represent a more useful higher level form of Management support using information rather than just data.
3. Strategic decisions are taken by top management based on available short term data
4. Multiple equation Method of forecasting is concerned with a variable that changes with time and is generally dependent upon current time
5. Historical data of many months or years is generally stored in Data Warehouses to support historical analysis
6. Data smoothing technique in which data values are sorted by consulting neighborhood values is called Binning..
7. A Model represent a way of looking at the world with a set of assumptions that enable us to understand or predict behavior ..
8. Normative decision making theory describes how decisions should be made in order to accommodate a set of axioms believed to desirable.

**Q.3 Match the following**

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S.No		S.no	
1	Basic level operators	A	Management Information System
2	No Specific decision or suggestion	B	Scientific and Statistical data analysis and visualization
3	Sequence of recorded user actions	C	Principal Component Analysis
4	Decision Support System	D	Time series forecasting
5	Moving average method	E	Top Managers and Executives
6	Method of Data Compression	F	Macro in Excel Programming
7	Middle Managers	G	Electronic Data Processing
8	MATLAB	H	Passive DSS Models

**Q.4 Fill in the blanks**

1. \_\_\_\_\_ can aid human cognitive deficiencies by integrating various sources of information and providing intelligent access to relevant knowledge
2. In \_\_\_\_\_. Data encoding or transformations are applied so as to obtain a reduced or compressed representation of the original data.
3. A \_\_\_\_\_ is the main repository of an organization's historical data, its corporate memory.
4. Developing new techniques for encryption is called \_\_\_\_\_.
5. The output of the meeting depend on the \_\_\_\_\_ and \_\_\_\_\_ contributed by the participants .
6. The benefits of \_\_\_\_\_ include better interaction more straight forward and effective communication..
7. A \_\_\_\_\_ supports the availability of all critical business data in standard form for rapid enquiry, analysis, and reporting .
8. \_\_\_\_\_ is an interactive computing environment that can be used for scientific and statistical data analysis and visualization

**PART-B**

- Q.5** a) Discuss the steps involve in natural and intuitive Decision Making Process.  
b) Compare the contrast between the Programmed verses Non Programmed decisions.
- Q.6** What are the different types of databases used in Decision Support System.
- Q.6** Describe the different role and responsibilities required for a Data Warehouse project.
- Q.7** Write short notes on  
a) Wavelet Transformation  
b) Meta Data  
c) Customer Relationship Management Software.
- Q.8** “ Proper application of Decision Making tools increases productivity, efficiency & effectiveness and comparative advantages. Justify the statement .
- Q.9** a) What do you understand of the term ‘ Risk ’ .? Discuss the meaning of Risky Situation from your own experience.  
b) Explain the advantages and Limitations of Decision Support System.

**PART-C****Case Study (Compulsory)**

- Q.10.** ( a ) Describe the following Quantitative Techniques that help in improvement of overall quality of decision making .
1. Decision Tree
  2. Pay Back Period
- ( b ) What are the characteristic features of a Spreadsheet application and the advantage of ‘ EXCEL ’ Programming.