

PGDM- IB, 2016- 18
Information Systems Management for Business
IB- 206
Trimester – II, End-Term Examination: December 2016

Time allowed: 2 Hrs 30 Min
Max Marks: 50

Roll No: _____

Instruction: Students are required to write Roll No on every page of the question paper, writing anything except the Roll No will be treated as **Unfair Means**. All other instructions on the reverse of Admit Card should be followed meticulously

Section A (Attempt 3 out of 5 questions)

1. Describe how your quality of life has improved or declined with the technological advances in the last five years.
2. Discuss how the features of ubiquity, universal standards and information richness make e-commerce different from traditional retailing efforts.
3. Describe how a retail outlet can use information system to achieve operational excellence.
4. Describe organizational, management and technology dimensions of information systems
5. What are the problems of managing data in a traditional file environment?

Section B (Attempt 2 out of 3 questions)

1. Discuss business benefits of cloud adoption. Select any company (a public sector bank, a large retail store, or a national telecom service provider). Identify whether traditional or cloud model will work better. Justify your suggestion (ease, cost saving, security)
2. For the following briefly describe the characteristics and the role they play in a business
 - a. Management Information System
 - b. Executive Support System
 - c. Decision Support System
 - d. Transaction Processing System
3. Describe impact of internet on following competitive forces-
 - a. Substitute products or services,
 - b. customer's bargaining power,
 - c. supplier's bargaining power,
 - d. threat of new entrants, positioning and rivalry among existing competitors

Section C (Compulsory Case Study)

Big data gets personal: behavioral targeting

Ever get the feeling somebody is trailing you on the web, watching your every click? Do you wonder why you start seeing display ads and pop ups just after you've been searching the web for a car, a dress or a cosmetic product? Your behavior is being targeted on the web when you move from site to site in order to expose you to certain "targeted ads". It's big data dark side.

Individual web sites and companies whose business is identifying and tracking internet users for advertisers, marketers are collecting data on your every online move. Many of the tracking tools gather incredibly personal information such as age, gender, race, income, marital status, health concerns, TV shows and movies viewed, magazines and newspapers read, and books purchased. Facebook, which maintains detailed data on over 1 billion users, employs its like button to follow users round the web even if you log off. Google's social networking tool, knows about your friendships on Gmail, the places you go on maps, and how you spend your time on the more than two million websites in Google's ad network.

While tracking firms claim the information they gather is anonymous, scholars have shown that with just a few pieces of information, such as, gender, age, zip code and marital status, specific individuals can be easily identified. Moreover, tracking firms combine their online firms who track retail store purchases of virtually all Americans.

Use of real identities across the web is going mainstream at a rapid clip. A Wall Street Journal examination of nearly 1,000 top websites found that 75% now include code from social networks, such as Facebook's "Like" or Twitter's "Tweet" buttons. Such code can match people's identities with their web-browsing activities on unprecedented scale and can even track a user's arrival on a page if the button is never clicked.

Online advertising titans like Google, Microsoft, and Yahoo are all looking for ways to monetize their huge collections of online behavioral data. While search engine marketing is arguably the most effective form of advertising in history, untargeted banner display ad marketing is highly inefficient because it displays ads to everyone regardless of their interests. As a result, these firms can not charge much for display ads. However, by tracking the online movements of internet users, they can develop a very clear picture of who you are, and use that information to show you ads that might be of interest to you. This would make the marketing process more efficient, and more profitable for all the parties involved.

New technologies found on smartphones can identify where you are located within a few yards. Performing routine actions using your smartphone makes it possible to locate you throughout the day, to report this information to corporate databases, retain and analyze the information and then sell it to advertisers. Most of the popular apps report your location. Law enforcement agencies certainly have an interest in knowing the whereabouts of criminals and suspects. There are of course, many times when you would like to report your location either automatically or on your command. If you were injured, for instance, you might like your cell phone to be able to automatically report your location to authorities. But what about occasions when you don't want anyone to know where you are, least of marketers and advertisers.

Location data gathered from cell phones has extraordinarily commercial value because advertising companies can send you highly targeted advertisements, coupons and flash bargains, based on where you are located. This technology is the foundation for many location based services, which include smartphone maps and charts, shopping apps and social apps that you can use to let your friends know where you are and what you are doing. Revenues from the global location-based services market are projected to reach \$10.3 billion in 2015, according to Gartner.

Both Apple's iPhone and Google's Android phones collect personal, private location data and both firms are building massive databases that can pinpoint your location. Advertising firms pay Apple and Google for the information and for distributing their mobile ads, and they are becoming increasingly important sources of revenue. Smartphone apps that provide location-based services are also source of personal, private location information based on the smartphone GPS capability.

New software is being developed to help advertisers track users across devices by establishing cross- screen identities. That means that companies will be able to serve ads to your mobile phone based on what they learned about you from surfing the web on your PC.

Questions

3*5= 15 Marks

Q1 Why is behavioral tracking such an important ethical dilemma today? Identify the stakeholders and interest groups in favor of and opposed to behavioral tracking?

Q2. How do businesses benefit from the behavioral tracking? Do people benefit? Explain your answer.

Q3. What would happen if there were no behavioral tracking on the internet?