

**Gandhi Institute of Engineering and Technology University, Odisha, Gunupur
(GIET UNIVERSITY)**



M.B.A. (First Semester) Regular Examinations, January - 2026
**25MBAPC108- Information Technology for Decision Making
(MBA)**

Time: 3 hrs

Maximum: 60 Marks

(The figures in the right hand margin indicate marks.)

PART – A

(2 x 5 = 10 Marks)

Q.1. Answer *ALL* questions

| | CO # | Blooms Level |
|--|------|--------------|
| a. Define decision-making and mention its ultimate aim. | CO1 | K2 |
| b. Define programmed decisions according to Herbert Simon. | CO1 | K1 |
| c. Differentiate between routine and strategic decisions. | CO1 | K1 |
| d. Identify any one cyber risk faced by organizations. | CO1 | K1 |
| e. Define cloud computing. | CO1 | K1 |

PART – B

(10 x 5 = 50 Marks)

Answer *All* questions

| | Marks | CO # | Blooms Level |
|--|-------|------|--------------|
| 2. a. Explain the four interrelated phases of decision-making with suitable examples. | 5 | CO1 | K1 |
| b. Discuss programmed and non-programmed decisions, including their characteristics and examples | 5 | CO2 | K2 |

OR

| | | | |
|--|----|-----|----|
| c. Aarohan Retail Pvt. Ltd. is a mid-sized retail chain operating across three Indian states. The company has been facing problems related to slow decision-making, frequent stock-outs, and overstocking in some stores. Store managers used manual sales reports and Excel sheets submitted at the end of each week. Due to delayed information, top management often took decisions based on outdated data. | 10 | CO2 | K2 |
|--|----|-----|----|

To improve the situation, the company decided to implement a centralized IT system that integrates Point of Sale (POS) data, inventory levels, and sales trends across all stores. A dashboard-based reporting system was introduced to provide real-time data to managers. This helped the management track daily sales, identify fast-moving and slow-moving products, and plan procurement more effectively.

The IT system also supported strategic decisions such as store expansion, tactical decisions like promotional pricing, and operational decisions such as daily stock replenishment. As a result, Aarohan Retail experienced improved inventory control, faster decision-making, and increased profitability.

Questions

1. Identify the types of decisions supported by IT in this case.
2. Examine the role of IT in improving managerial decision-making.
3. Analyze how Strategic IT Management contributed to organizational goals.

3. a. Explain the basic components of IT infrastructure used in business organizations. 5 CO3 K1
- b. Explain the concept of business data and its major sources used in organizations. 5 CO2 K2

OR

- c. An e-commerce firm stores customer names, phone numbers, and payment details on its servers. Explain the importance of data privacy and legal compliance in this scenario. 5 CO3 K3
- d. Explain the role of Business Intelligence in managerial decision-making. 5 CO2 K2

4. a.

| Cell | A (Customer ID) | B (Purchase Value) | C (Loyalty Status) |
|------|-----------------|--------------------|--------------------|
| 2 | C101 | 82000 | |
| 3 | C102 | 67000 | |
| 4 | C103 | 54000 | |
| 5 | C104 | 40000 | |

 5 CO4 K2

Using Nested IF, classify customers as:

Platinum → ≥ 80000

Gold → 60000–79999

Silver → 50000–59999

Regular → Below 50000

- b. Explain different methods of joining text in Excel and discuss their business applications. 5 CO3 K2

OR

- c. Explain the different COUNT functions available in Excel and their relevance in business data analysis. 5 CO3 K2

d.

| Cell | A (Component) | B (Unit Cost) | C (Quantity) | D (Cost) | E (Tax) | F (Total Cost) |
|------|---------------|---------------|--------------|----------|---------|----------------|
| 2 | Motor | 4500 | 6 | | | |
| 3 | Sensor | 1200 | 10 | | | |
| 4 | Panel | 800 | 8 | | | |

 K2

Tax Rate = 15% in cell H1

Use Cell reference and give the answer of the following questions

Calculate Cost

Calculate Tax amount

Calculate Total Manufacturing Cost

5. a. Explain the IF function in Excel and analyze its importance in business decision-making. 5 CO3 K2

b.

| Cell | A (Phone Number) |
|------|------------------|
| 2 | 987-654-3210 |
| 3 | 912-345-6789 |
| 4 | 998-765-4321 |

 5 CO2 K1

Use Replace to remove hyphens (-) from all phone numbers.

OR

c.

| Cell | A (Order ID) | B (Order Date) | C (Delivery Date) | D (Status) |
|------|--------------|----------------|-------------------|------------|
| 2 | O101 | 01-03-2025 | 10-03-2025 | |
| 3 | O102 | 05-03-2025 | 20-03-2025 | |
| 4 | O103 | 12-03-2025 | 18-03-2025 | |

 5 CO3 K3

Calculate delivery Status as:

“On Time” if delivery ≤ 10 days

“Delayed” otherwise

- | | | | | |
|-------|--|----|-----|----|
| d. | Explain the role of text functions such as UPPER, LOWER, PROPER, LEFT, RIGHT, and MID in managing and cleaning business data. | 5 | CO2 | K1 |
| 6. a. | Analyze how improper use or absence of Excel formulas can lead to poor managerial decisions. Discuss this with reference to numerical miscalculations, inconsistent text data, and incorrect date/time handling in business reports. Explain how correct use of formulas improves accuracy, efficiency, and reliability in an Excel-based Management Information System (MIS). | 10 | CO3 | K3 |
| OR | | | | |
| b. | Explain the concept of PivotTables in Excel and analyze their role in managerial decision-making. | 10 | CO3 | K2 |

End of Paper