

COURSE: INFORMATION SYSTEMS FOR MANAGERS
CASE STUDY: INFORMATION SYSTEMS IN PHARMA INDUSTRY

Instructions for the submission:

- Answer all the questions in the space provided.
- Please maintain the following format for all text-based submissions: Font - Times New Roman, Font Size - 12, Line Spacing - 1.5

Project Submission Overview:

| S.No. | Assessment | Submission Format | Marks |
|------------------------------|-------------------------------------|--------------------------|--------------|
| 1 | BUFU Model | Text | 5 |
| 2 | Supplier and Input of Raw Data | Text | 6 |
| 3 | SCM | Text | 6 |
| 4 | ERP | Text | 6 |
| 5 | Decision Making Through ERP and SCM | Text | 5 |
| 6 | Data Analysis on Excel | Text | 12 |
| Project Maximum Marks | | | 30 |

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| Question 1 | As the sales manager... |
| Marks | 5 |
| Your Answer | <p>Three key objectives which are to be met after implementation for the systems are as follows: -</p> <ol style="list-style-type: none">1) Reducing inventory cost and process optimization.2) Better planning and management of resources as per the requirement of company.3) To improve warehouse performance which helps in making product available to meet demand. |

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| Question 2 | Prepare a list of... | | | | |
| Marks | 6 | | | | |
| Your Answer | Supplier of data | Input data | Processing of data | Output or information | Consumer or information |
| | 1)Logistics Team | 1) Time for package to delivery and cost shipping details. | | | |
| | 2)Vendors (Chemist, Distributor, Stockist, Medical Practioner, etc) | 2)Product Information (type of medicine), quantity sold/bought, order date, region area, etc. | | | |
| | 3)Market Analysis Team | 3)Information about the way the drug is performing in the market, identify if there is any side effects, customer feedback regarding drugs used by them, etc. | | | |

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| Question 3 | Consider one of... | | | | |
| Marks | 6 | | | | |
| Your Answer | | | | | |
| | Supplier of data | Input data | Processing of data | Output or information | Consumer or information |
| | | | 1. SCM | <p>1) It helps in tracking info like orders, production, inventory levels, delivery levels, etc.</p> <p>2) Helps in managing relationships with external stakeholders.</p> <p>3) It helps in reducing the amount of time and cost.</p> <p>4) It helps in procurement of raw material from suppliers to manufacturing and distribution.</p> | |
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| Question 4 | Now the system... | | | | |
| Marks | 6 | | | | |
| Your Answer | Supplier of data | Input data | Processing of data | Output or information | Consumer or information |
| | | | 1. SCM 2. ERP | 1)Increased control and traceability of products. 2) Enabling centralised access to data for different departments which helps in cost optimization. 3) Increased customisation which offers flexibility according to the needs of the business. 4) Increased visibility and collaboration between teams by enabling inter departmental process. | |

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| Question 5 | List down five key... |
| Marks | 5 |
| Your Answer | <p>1) Accessibility to cohesive system reduce time consumption for data management and increase company efficiency.</p> <p>2) Ability to achieve quicker sales approval.</p> <p>3) Use of single piece of software is helpful in gathering information and analyzing data for analytical reporting.</p> <p>4) The main objective of system is promoting employee collaboration.</p> <p>5) A sales team would have increased visibility regarding order status updates, inventory levels, returns, history, pricing, etc.</p> |

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| Question 6 | Download the file and perform... |
| Marks | 12 |
| Your Answer | <p>Analysis as per pivot chart drawn from the data as per requirements: -</p> <p>i. How many male subjects who were given a dosage of 100 mg, displayed no side effects? Answer: - 16</p> <p>ii. How many female subjects who were given a dosage of 170 mg, displayed a high pulse rate? Answer: - 0</p> <p>iii. How many subjects (male + female) who were given a dosage of 50mg, displayed frequent sweating as a side effect? Answer: - 8</p> |