Assignment Marks: 30

*Instructions:*

- *All Questions carry equal marks.*

- *All Questions are compulsory*

- *Answers to each assignment question to be explained in approximately 1500 words. Use relevant examples, illustrations as far as possible.*

- *All answers to be written individually. Discussion and group work are not permissible.*

- *Students are free to refer to any books/reference material/website/internet for attempting their assignments, but are not allowed to copy the matter as it is from the source of reference.*

- *Students should write the assignment in their own words. Copying of assignments from other students is not allowed.*

Q 1) What are the business benefits of analyzing customer purchase data and constructing behavioral profiles? How do information systems help to achieve this? Explain with three examples how customer relationship management has helped organizations to gain competitive advantage.

Q 2) How can Business Intelligence help companies refine their business strategy? Give two examples to illustrate your answer. Elaborate on the importance of understanding how a business process works when trying to develop a new information system. Give two examples to support your answer.

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