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Final Assessment

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BBA Program

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## Answer to the question no:1

World wide web (www): The World wide web

(WWW) commonly known as the Web, is an information system that enables information sharing over the Internet through user-friendly ways meant to appeal to users beyond IT specialists and hobbyists.

Tim Berners-Lee, a British scientist, invented the world wide web (WWW) in 1989.

World Wide Web (www) are discussing below:

World Wide Web allows documents and other web resources to be accessed over the

Internet according to specific rules of the Hypertext Transfer protocol (HTTP).

Documents and downloadable media are

made available to the network through web

servers and can be accessed by programs

Such as web browsers, Servers and resources on the world wide web are identified and located through character strings called uniform resource locators (URLS). The original and still very common document type is a web page formatted in Hypertext Markup Language (HTML). This markup language supports plain text, images, embedded video and audio contents and scripts (short programs) that implement complex user interaction. The HTML language also supports hyperlinks (embedded URLS) which provide immediate access to other web resources. Web navigation, or web surfing, is the common practice of following such hyperlinks across multiple websites. Web applications are web pages that function as application software. The information in the web is transferred across the Internet using the Hypertext Transfer

Protocol (HTTP).

Multiple web resources with a common theme and usually a common domain name make up a website. A single web server may provide multiple websites, while some websites, especially the most popular ones, may be provided by multiple servers. Website content is provided by a myriad of companies, organizations, government agencies, and individual users, and comprises an enormous amount of education, entertainment, commercial, and government information.

The World Wide Web has become the world's dominant information systems platform. It is the primary tool billions of people worldwide use to interact with the Internet.

The Web was invented by Tim Berners-Lee at CERN in 1989 and opened to the public in 1991. It was conceived as a universal linked information system.



## Answer to the question no: 2

RFID: Radio Frequency identification (RFID)

technology uses radio waves to identify people or objects. There is a device that reads information contained in a wireless device or "tag" from a distance without making any physical contact or requiring a line of sight.

Radio-frequency identification (RFID): Uses

electromagnetic fields to automatically identify and track tags attached to objects. An RFID

system consists of a tiny radio transponder,

a radio receiver and transmitter. When

triggered by an electromagnetic interrogation

pulse from a nearby RFID reader device,

the tag transmits digital data, usually an

identifying inventory number, back to the

reader. This number can be used to track

inventory goods.

Passive tags are powered by energy from the RFID reader's interrogating radio waves.

Active tags are powered by a battery and thus can be read at a greater range from the RFID reader, up to hundreds of meters.

Unlike a barcode, the tag does not need to be within the line of sight of the reader, so

it may be embedded in the tracked object.

RFID is one method of automatic identification and data capture (AIDC).

RFID tags are used in many industries. For example, an RFID tag attached to an automobile during production can be used to track its progress through the assembly warehouses, and

implanting RFID microchips in livestock and pets enables positive identification of animals.

Tags can also be used in shops to expedite checkout, and to prevent theft by customers and employees.

Since REID tags can be attached to physical money, clothing, and possessions or implanted in animals and people, the possibility of reading personally-linked information without consent has raised serious privacy concerns. These concerns resulted in standard specification development addressing privacy and security issues.

## Answer to the question no: 03

Churn Rate: Churn rate, sometimes known as attrition rate, is the rate at which customers stop doing business with a company over a given period of time. Churn may also apply to the number of subscribers who cancel or don't renew a subscription. The higher your churn rate, the more customers stop buying from your business.

Business Value of CRM: The benefits of CRM include increased sales, detailed analytics, automated sales reports and better customer retention. CRM systems can also help improve internal communications so your entire team is on the same page when it comes to each lead and customer. Here are some advantages of CRM given below:

(1) Sales Forecasting and Sales Improvement: As

the CRM software shows your sales reports



and analysis, you can analyze your past data, and prepare your upcoming strategies.

If the graph of sales is increasing, it means you have captured the right strategy.

(2) Time and cost saving: A CRM tool helps you

in a lot of areas, hence there are few chances of errors and of wasting time and money

in the wrong direction. It efficiently manages your entire process which saves a lot of time.

(3) Automation: You can set up your own automated

marketing campaigns. You can design your own processes and the software will never miss the timeline.

(4) Integrations:- When you're running a

business, there are multiple tools and software that you use for various purposes.

You can expect your CRM to be integrated with other software that enables you to

exchange data from each software with

your main system.

(5) Quick Reports: With a CRM software, you can generate various reports like conversion reports, churn reports, sales reports, strategy analysis reports, performance reports. Manually generating such reports will eat up a lot of your time.

(6) Improved Workflow and Better Customer

Service: When you adopt various automation in CRM a lot of your processes can run smoothly. You can develop the entire process of marketing and sales extremely easy.

7. Improved Revenue: When you have set up your workflow fine, you don't have to face those process related issues again. You can invest your time in increasing sales.

## Answer to the question no:4

Date warehouse: A data warehouse is a central repository of information that can be analyzed to make more informed decisions. Data flows into a data warehouse from transactional systems, relational databases and other sources, typically on a regular cadence.

Discussion about data warehouse: In computing,

a data warehouse (DW or DWH), also known as an enterprise data warehouse (EDW), is a system used for reporting and data analysis and is considered a core component of

business intelligence. Data warehouses are central repositories of integrated data from

one or more disparate sources. They store

current and historical data in one single

place that are used for creating analytical

reports for workers throughout the enterprise

the enterprise. This is beneficial for companies as it enables them to interrogate and draw insights from their data and make decisions.

The data stored in the warehouse is uploaded from the operational systems (Such as marketing or sales). The data may pass through an operational operations to ensure data quality before it is used in the data warehouse for reporting.

Extract, transform, load (ETL) and extract, load, transform (ELT) are the two main approaches used to build a data warehouse system.