

Victoria University
of
Bangladesh

Program: BSc in CSE

Course Code: MIS-435

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Ans to the Q. No: 01

* The world wide web - also known as the web, WWW or W3 - refers to all the public web-sites or pages that users can access on their local computers and other devices through their internet. These pages and documents are interconnected by means of hyperlinks that users click on for information.

The term world wide web isn't synonymous with the internet. Rather, the world wide web is part of the internet.

Briefly:- Paving the way for an internet revolution that transformed the world in

only three decades, the world wide web consists of multiple components that enable users to access various resources documents and web pages on the internet. Thus we www is like a vast electronic book whose pages are stored or hosted on different servers worldwide.

— or —

Ans to Q. NO: 02

* 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.

RFID technology has been commercially available in one form or another since the 1970s. It is now part of our daily lives and can be found in car keys, employee identification, medical history/billing, highway toll

tags and security access cards.

The United States government uses two types of RFID technology for border management - vicinity and proximity:

- * vicinity RFID enable documents can be securely and accurately read by authorized readers from up to 20 to 30 feet away.

- * Proximity RFID - enable document must be scanned in close proximity to an authorized reader and can only be read from a few inches away.

Every RFID system consists of three components: a scanning antenna, a transceiver and transponder. When the scanning antenna and transceiver are combined, they are referred to as an RFID reader or interrogator.

Ans to Q. NO: 03

* The churn rate, also known as the rate of attrition or customer churn, is the rate at which customers stop doing business with a entity. It is most commonly expressed as the percentage of services subscribers who discontinue their subscription within a given time period. It is also the rate at which employees leave their jobs within a certain period. For a company to expand its currently, its growth

rate (measured) by the number of new customers) must exceed its churn rate.

Business value:-

Business have always valued their customers, but today there is much greater appreciation of the importance of customers for the profitability of the enterprise. Because competitive advantage based on an innovative new product or service can be very short lived. Companies are realizing that their only enduring competitive strength may

be their relationship with their customers. Some say that the basis of competition has switched from who sells the most products and services to who "owns" the customers, and that customers relationships represent the firm's most valuable assets.

Ans to Q.No:04

* A Data warehouse (DW) is process for collecting and managing data from varied sources to provide meaningful business insights. A Data warehouse is typically used to connect and analyze business data from heterogeneous sources.

The Data warehouse is the core of the BI system which is built for data analysis and reporting.

It is a blend of technologies and components which aids the strategic use of data. It is electronic storage of a large

amount of information by a business which is designed for query and analysis instead of transaction processing. It is a process of transforming data into information and making it available to users in a timely manner to make a difference.