**NMIMS**

**Course:** Information systems for managers

**Internal Assignment for June 2020 Examination**

**1. Customers today are using different channels to engage constantly with their preferred brands. These customers are responsible for spreading electronic word-of mouth thereby influencing others. You have recently started your venture of an online grocery store. As an organization that has traditionally been dealing with customer’s offline, you realize the need to turn to using customer relationship management software to engage with your customers. What are the pros and cons of using this as a means to engage with customers effectively? Justify your standpoint.**

**Answer**: CRM is implemented by the company to provide more velocity to their effort in maintaining lifetime customer and customer loyalty. CRM can benefit both the company and the customers. The information stored in CRM helps the company to get more information about the customers. The customers get the benefit of the desired quality of services. To build in a great relationship with the customer and to make a successful customer development process, you need to know upright marketing. Customer care and handling processes are systematized and marketing budgets can be optimally allocated to target specific groups. On the long term CRM will allow to maximize the customer life time value of each relationship where relationship is not the sum of punctual sales of poorly related products anymore but turns to the delivery of a consistent value proposition accompanying the customer in every stage of his life.

**Points to check before implementing CRM system**

* Customer relationship management is based on a rigorous segmentation analysis. It is designed to achieve specific marketing goals. CRM cannot be implemented without conducting segmentation analyses and determining marketing goals. Sometimes companies make the error of delegating customer relationship management to the chief information

**2. Green IT (green information technology) is the practice of environmentally sustainable computing. Green IT aims to minimize the negative impact of IT operations on the environment by designing, manufacturing, operating and disposing of computers and computer-related products in an environmentally-friendly manner. As a digital consultant to a mid-size organization what approaches to Green computing will you recommend to this organization? What are the benefits an organization can reap by implementing green practices?**

**Answer**: Environmental sustainability involves making decisions and taking action that are in the interests of protecting the natural world, with particular emphasis on preserving the capability of the environment to support human life. It is an important topic in the present time, as people are realising the full impact that businesses and individuals can have on the environment. Environmental sustainability is about making responsible decisions that will reduce your business’ negative impact on the environment. It is not simply about reducing the amount of waste you produce or using less energy, but is concerned with developing processes that will lead to businesses becoming completely sustainable in the future.

As mentioned in the question, Green Information Technology (IT) aims to minimize the negative impact of IT operations on the environment by designing, manufacturing, operating and disposing of computers and computer-related products in an environmentally-friendly manner. This concept is not new but it emerged way back in 1992 when the U.S. Environmental Protection Agency launched Energy Star, a voluntary labeling program that helps organizations save money and reduce greenhouse gas emissions by identifying products that offer superior

**3. The Indian mobile market has grown significantly over the past couple of years. The gaming industry is undergoing a massive evolution because of the mobile revolution. Investments from big players such as Alibaba, Tencent, Nazara and Youzu has led to a rapid growth of gaming in India. The market value of the gaming industry in India was around 62 billion Indian rupees in 2019 and was estimated to go up to over 250 billion rupees by 2024. As the country with the largest youth population in the world, India is embracing the new generation's interests in digital sports and entertainment. Approximately 55 percent of casual gamers and 66 percent of the heavy gamers across India were seen to be below 24 years old in 2016. Of these, the heavy gamers simply preferred to use their mobile phones as gaming devices instead of the traditional desktops or even laptops. Mobile gaming in the country is growing at a rapid rate due to development and affordability of smartphones. The market value of mobile gaming in India was estimated to reach about 405 million U.S. dollars by 2022. The number of mobile phone gamers was anticipated to be around 628 million by 2020 according to the forecast. Computer and console gaming has played a huge part in shaping up the gaming industry across the country in the last two decades.**

**(Source: https://www.statista.com/topics/4639/online-gaming-in-india/)**

**a. What are the different cyber-crimes that can be caused by playing online games? Give examples.**

**b. How would you educate your customers to prevent them from being a victim to cybercrime while playing online games?**

**Answer**: a) Security incidents and violations refer to IS security problems that arise from threat. They range from a single virus occurrence to a hacker attacking many networked systems or unauthorised access to sensitive data and loss of mission-critical data. The advancement of technology has increased the cyber-crime and a large number of tech-savvy hackers are attacking many online users.

**Security incidents and violations can:**

* Damage the security controls and procedures.
* Result in theft, fraud, or other criminal activity committed with the aide of resources.
* Result in data loss and vandalism of hardware and software of IS

**Different cyber-crimes**

**Hacking**: Hacking is one of the oldest and most used cyber-crime in the world. Using this technique, hackers steal your personal and financial information and later misuse it. For many gamers, chatting with other players is a fun way to immerse themselves into the gaming community. However, chatting with strangers comes with risks. Just like in the real world, not everyone has good intentions. Some cyber criminals may try to lure you to give information about yourself so they can hack your personal or gaming accounts. To avoid this, stick to talking about the game, rather than your personal life.

**Phishing**: Phishing, also known as “spoofing”, happens when a cyber criminal tricks you into giving information

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