Section 1: [each question carries 2 marks]

Answer briefly:

1. Explain briefly Deming's cycle.

2. What is DIKW? Elaborate.

3. How do you ascertain Human Capital of a company?

4. What in your view is Process Analysis? Explain.

Section 2: [each question carries 8 marks]

1. A pizza chain plans to increase its revenue. Its plan is to open new outlets and also increase revenues from existing ones.

   According to data collected, the managers identify that on Saturday and Sundays the orders from patrons aged between 18-24 years is substantially high between 6pm to 10pm compared to all other days/times.

   Given this information, explain how this data would be useful to increase revenues of the pizza chain.

2. A famous school had students with very high scores and some with not so good scores. How do you think this can be harmonized to achieve consistency in results?

3. In a popular store a few products that are sponsored are displayed near the entrance to promote them and also in some prominent racks to catch the attention of shoppers. What can be done to improve the process of new products launch making use of the knowledge of shoppers' behaviour.

4. A two wheeler showroom identified that patrons between 35 and 45 years of age buy a second one that gives higher mileage per litre of fuel.

   What was the process of finding out this information? Explain how the showroom can use this information to further increase their sales.