



I Semester M.B.A. (Day) Examination, January 2009

(2007-08 Scheme)

MANAGEMENT

1.6 : Information Technology For Business

Time : 3 Hours

Max. Marks : 75

SECTION – A

Answer **any six** questions. **Each** question carries **two** marks.

(6×2=12)

1. a) What is an Information System ?
- b) What is SCM ?
- c) What is virtual Reality System ?
- d) What is a database system ?
- e) What is SDLC ?
- f) What is a system approach ?
- g) Differentiate e-commerce and m-commerce.
- h) What is system software ?
- i) Define ERP.

SECTION – B

Answer **any three** questions. **Each** question carries **eight** marks.

(3×8=24)

2. What is TPS ? Explain the types of TPS and their uses with practical examples.
3. What is ERP ? Explain advantages and disadvantages of ERP.
4. "Digital world changing life styles, how ? Explain with an example.

P.T.O.



5. What is CBIS ? Explain different components of CBIS.
6. Explain the various types of operating systems and its functions.

SECTION – C

Answer **any two** questions. **Each** question carries **12** marks. **(2×12=24)**

7. Describe how information systems are used in Railway Reservation System. What are advantages, disadvantages and future ?
8. What is an application software ? Explain different types of application softwares which are in use.
9. Explain various stages in systems analysis and design.

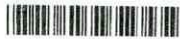
SECTION – D

(Compulsory)

10. Read the case and answer the questions : **(1×15=15)**

At Du Pont Co.'s (www.dupont.com) \$4 billion performance coating grope, the critical issue was content management. "We have a very large number of documents for marketing : brochures, press releases, warranty information on products and general support content for our distributors and car repair body shops", explains Catherine March and, the groups e-business strategy manager. "Our salesmen were driving around with 23 kg of obsolete literature in their trunk."

Du Pont opted to deliver the information through a web-based intranet/extranet portal, using technology from Bow-street, a portal s/w and web development tools company. Du Pont wanted the ability to customize information about its half a dozen coating brands. It also wanted each of its 2500 distributors and repair shops worldwide to see the information displayed in almost 4000 different site views; which the technology would allow it to do.



Since the content capability was initiated, Du Pont's site has grown rapidly. The body shops can now get training, bench marketing tools, and can paint colour formulas via the portal. There are also job posting and resume services. And for the distributors, Du Pont is researching adding order-tracking and order accuracy capabilities soon.

Questions :

- a) What are the business benefits of the web portal ? Make a critical assessment.
 - b) What is the importance of 'content management' for enterprise web portals ?
 - c) Can a small business develop and maintain such a portal ?
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I Semester M.B.A. (Day) Examination, January 2010
(2007-08 Scheme)
MANAGEMENT
Paper – 1.6 : Information Technology for Business

Time : 3 Hours

Max. Marks : 75

SECTION – A

Answer **any six** of the following : (6×2=12)

1. a) Define e-Commerce.
- b) What is EDI ?
- c) What is the value chain ?
- d) Define DBMS.
- e) Define GDSS.
- f) What is ERP ?
- g) What is BPR ?
- h) What is SCM ?

SECTION – B

Answer **any three** questions. (3×8=24)

2. List and explain the functions of various organisational sub systems in an organisation.
3. What are the four components of an online business model ? Do firms complete on value propositions or value clusters ?
4. a) Briefly explain the classification of application software and system software along with the examples.
- b) Explain the need and importance of an information system in an organisation with examples.

P.T.O.



5. Briefly describe the need and importance along with the various functions of database management system in an organisation.
6. What are the several business decisions that a manager has to make in ethical and IT dimensions ? Illustrate your answer with examples.

SECTION – C

Answer **any two** of the following :

(2×12)

7. Briefly explain how traditional and sub marketing communications differ in supporting each step of the buying process.
8. a) Describe the paper based ordering process and how EDI alters the process.
b) What is the value added network and what are the salient features of a value added network provider ?
9. Discuss in detail whether the growth of self directed teams to manage work in organisations changed the need for strategic, tactical and operational decision making in business.

SECTION – D

This Section is **compulsory**.

(1×15)

10. You are the owner of a shop selling hardware like paints, nails, nuts, bolts etc. You do not have a computer based information system and have great difficulty in maintaining inventory and sales. Suggest appropriate information system that will suit your business. You may use suitable examples.



I Semester M.B.A. (Day) Examination, March 2011
(2007-08 Scheme)

MANAGEMENT

Paper – 1.6 : Information Technology for Business

Time : 3 Hours

Max. Marks : 75

SECTION – A

Answer **any six** of the following. **Each** question carries **two** marks. (6×2=12)

1. a) Differentiate between Data and Information with example.
- b) What is an Information system ?
- c) What is Data-Diddling ?
- d) What is an Extranet ?
- e) Expand FTP, SMTP, MIME and HTTP.
- f) Define website.
- g) What is P2P commerce ?
- h) What is a cybernetic system ?

SECTION – B

Answer **any three** questions. **Each** question carries **eight** marks. (3×8=24)

2. List and explain the various input devices used in Business Application.
3. Explain Transaction Processing Systems.
4. Explain the systems development life cycle.
5. What is E-commerce ? Explain the categories of E-commerce with examples.
6. What are the types of cyber-crimes ? Explain.

P.T.O.



SECTION – C

Answer **any two** of the following. Each question carries **twelve** marks. (2×12=24)

7. Explain the information systems according to levels of management and functional areas.
8. What is a database ? Explain the different types of Databases.
9. How are E-commerce activities made secure ? Explain the different methods available.

SECTION – D

Case study

This Section is **compulsory**.

(1×15=15)

10. Information technology professionals assist business leaders with technology decisions that affect a business's capabilities. While this assistance takes many forms, technology professionals cannot make these decisions for their organizations. That's management job. To see this for yourself, write an operations plan to protect your electronic files. Determine what hardware, software and policies you should adopt in order to ensure that lost, stolen or damaged files do not disrupt your work. Be sure to make this plan appropriate to your needs, abilities and budget.

To learn more about your options, seek the advice of one or more knowledgeable people. Be sure to consider the risk of residential fire, backpack theft, and media (disks / drives) loss or destruction. While home loaners or rental insurance may pay for a new laptop computer, it won't help you recover a lost term paper due tomorrow !

- a) Suggest all the backup options of your choice.
 - b) Develop a practical data protection plan including hardware, software and procedures, you can adopt.
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I Semester M.B.A. (Day) Degree Examination, February 2012
(2007-08 Scheme)
MANAGEMENT

Paper – 1.6 : Information Technology for Business

Time : 3 Hours

Max. Marks : 75

SECTION – A

1. Answer any six questions :

(6×2=12)

- a) Mention the output devices in a computer
- b) Mention the uses of operating system
- c) What is information and data ? Give example.
- d) What is CRM ?
- e) What is SCM ?
- f) Define E-Business.
- g) What is ERP ?
- h) What is MIS ?

SECTION – B

Answer any 3 of the following questions :

(3×8=24)

2. What is an information system ? Explain with an example how an organization can improve its efficiency by implementing an IS.
3. Explain the different types of electronic commerce.
4. State the roles of production and raw material departments. Why is it important that they share information about their activities ?
5. What do you understand by the following DSS, ES and ERP ?
6. What are the advantages of on-line data collection from a system design stand point ?

SECTION – C

Answer any 2 questions :

(2×12=24)

7. Differentiate between Internet, Intranet and Extranet. Give example of their usage.
8. Internet crime is growing. Explain its different types.
9. What are the potential problems of developing an information system that will seem to co-ordinate activities among several departments ?

P.T.O.



SECTION - D
(Compulsory)

(1x15=15)

10. ERP in the Indian Mid-Market Segment

With the opening up of the Indian economy, there has been a phenomenal growth of the mid-market companies. These have in the industrial segments like services, utilities, software, trading, manufacturing, pharmaceuticals and projects etc. Associated with this is rising competition and the need to continuously provide and increase value added services to attract an ever increasing customer base. Improving efficiency and speed of operations, cost optimization, improve manpower utilization, faster access to market trends, need for readily available business intelligence have compelled organizations to adopt processes and solutions that will help sustain their competitive advantage.

Relying on internal manual processes have been a serious handicap and more and more organizations have felt the need and are embarking on investing in automation. It is also felt that speed of implementing automated processes, and having tangible returns on investment, is the key to success in the medium term.

Facing the above challenges, what steps do Indian companies need to take ? How ?
What role will IT play in it ?



PG – 682

I Semester M.B.A. (Day) Degree Examination, February/March 2013
(2007-08 Scheme)

Paper – 1.6 : INFORMATION TECHNOLOGY FOR BUSINESS

Time : 3 Hours

Max. Marks : 75

SECTION – A

Answer **any six** questions. Each question carries **two** marks. (6×2=12)

1. a) Define e-CRM.
- b) Mention various secondary storage devices.
- c) Differentiate between data and information.
- d) Define e-commerce.
- e) What is meant by support system ?
- f) What is Intranet ?
- g) Define Extranet.
- h) What is meant by object oriented analysis ?

SECTION – B

Answer **any three** questions. Each question carries **eight** marks. (3×8=24)

2. Classify the programming languages and explain.
3. Explain organisational sub systems.
4. Explain the role of systems application in strategy building.
5. What are the various types of e-commerce ? Mention the web based tools for electronic commerce.
6. Discuss the uses of Intranet and Extranet in business applications.

P.T.O.



SECTION - C

Answer **any two** questions. **Each** question carries 12 marks. (2x12=24)

7. Explain in detail the components of electronic data interchange and electronic data interchange communication process.
8. What are the characteristics of decision support system ? Explain the three phases in support for decision making.
9. Explain in detail Hierarchical database structure.

SECTION - D

This section is **compulsory** and carries 15 marks. (1x15=15)

10. Critically analyse the need for security and security techniques in curbing the cyber crime and cyber terrorism in this technological era.



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I Semester M.B.A. (Day) Examination, February/March 2014
(2007-08 Scheme)
MANAGEMENT

Paper – 1.6 : Information Technology for Business

Time : 3 Hours

Max. Marks : 75

SECTION – A

1. Answer **any six** from the following. **Each** sub-question carries **two** marks. **(6×2=12)**
- Differentiate compiler and interpreter.
 - Name the resources in information system.
 - What is SIS ?
 - What are the reports generated in MIS ?
 - Differentiate Intranet and Extranet.
 - What is TCL and DML ?
 - What is economic feasibility in system analysis and design ?
 - Explain data view and variable view in SPSS.

SECTION – B

Answer **any three** of the following. **Each** question carries **eight** marks. **(8×3=24)**

- Explain human resource information system.
- What is EDI ? Explain its components and applications.
- Explain SDLC in information system.
- Explain types of databases.
- Explain DSS along with its components.

SECTION – C

Answer **any two** of the following questions. **Each** question carries **12** marks. **(12×2=24)**

- Different levels of management uses different kinds of information system. Explain.
- Explain ERP with any functional modules.
- What are the security threats of IT ? How it can be avoided ? Explain.

P.T.O.



SECTION - D

10. Read the case study (**compulsory**) and answer the questions given at the end. 15

NHL Hockey Team Uses a Decision Support System to Win

The San Jose Sharks National Hockey League team collects data about the performance of pro players and puts them into a database. General Manager Doug Wilson and the team's coaches then use these data to manage the turnaround of the Sharks. The system combines player statistics such as goals scored and assists; scouting reports on intangible assets such as leadership skills; historical data on a player's age, years in the league, and medical wear and tear; and salaries paid for players' results. The overall goal is to identify the right types of players to put on the team.

Using the database, the Sharks built a virtual team - based on performance and age - that is comprised of players already on their roster or on their minor league teams, as well as players on other NHL rosters. The database includes hundreds of Sharks prospects playing in leagues throughout Canada, the United States, and Europe. It also includes the 700-plus players on the other 29 NHL team rosters, as well as several thousand minor league players. Each player's statistics - goals, assists, time on ice, goals-against average - were compiled, as well as their age, height, weight, salary, and eligibility status.

These individual statistics and salaries were pulled into the Sharks' database from three sources. The first source is the RinkNet database, which collects statistics on teams and individual player statistics from more than two dozen leagues around the world. For \$ 12,000 a year, an NHL team can find out exactly how much time on ice a forward playing in the German Elite League logged the previous night.

However, the RinkNet system does not tell a team if a player created scoring opportunities with his physical play or if he is an exceptionally fast skater. For that information, the Sharks send out scouts armed with handheld computers. They up-load commentary and analysis in straight text, which is then added to the Sharks' player database. Combining these data with the RinkNet statistics gives the decision makers in the Sharks organization a complete view of every player's performance they day as well as a chronological history of their careers.



The Sharks then turn to the NHL's Local Arbitration Solution system to help them plot their fiscal course. The system's database contains the salary, age, and contract information for every player in the NHL. It also holds historical information for every player, meaning that a general manager can see not only a player's performance over the years but how much he was paid for each season and how that compares to the performance of other players with similar salaries or statistics.

The Sharks then apply a decision support system to the data to decide what players to have on their team and what to pay each player. The results have been impressive. After finishing last in their division the previous year, the Sharks rallied to win the division in 2003. In addition, the Sharks reduced their payroll by 29 percent in one year.

Questions.

- 1) Why is it important for the team's decision support application to collect data from three sources ?
 - 2) How much is the decision support application responsible for the Sharks' success ? What other factors impact the team's success ?
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