

First Semester MBA Degree Examination, Dec. 2013 / Jan. 2014
IT for Managers

Time: 3 hrs.

Max. Marks: 100

Note: 1. Answer any *THREE* questions, from Part - A.
 2. Part - B is compulsory.
 3. Draw diagrams neatly to explain the Answer.

PART - A

- | | | |
|---|--|------------|
| 1 | a. Define Information system. | (03 Marks) |
| | b. What is manufacturing IS? Explain its tasks, sources and types. | (07 Marks) |
| | c. What are the managerial challenges of IT? Explain different applications of IT. | (10 Marks) |
| 2 | a. What is Transactions? What are the main reasons of using TPS? | (03 Marks) |
| | b. Explain the different types of Electronic payment system. | (07 Marks) |
| | c. Explain the challenges of global IS. | (10 Marks) |
| 3 | a. Define e-Business. | (03 Marks) |
| | b. Explain the various business benefits of Internet. | (07 Marks) |
| | c. Illustrate with a diagram, the supply chain model. | (10 Marks) |
| 4 | a. What is SDLC? Explain the different steps of SDLC. | (05 Marks) |
| | b. What are the benefits and limitations of ERP in an organization? | (05 Marks) |
| | c. What is a web store? What are the main requirements of a web store? | (10 Marks) |
| 5 | a. What is meant by RAD? Explain the advantages and disadvantages of RAD. | (05 Marks) |
| | b. What is meant by DSS (Decision Support System)? What are the types of DSS in practice? | (05 Marks) |
| | c. With a diagram, explain the manufacturing information system. | (10 Marks) |
| 6 | a. Explain the advantages and disadvantages of doing business using Internet. | (05 Marks) |
| | b. With a diagram, explain the major Information Technology application in CRM (Customer Relationship Management). | (05 Marks) |
| | c. Explain the steps involved in selecting a suitable information system in an organization. | (10 Marks) |



PART - B

- | | | |
|---|--|------------|
| 7 | a. You are the co-ordinator for conducting a seminar in your college. One of the speaker of the seminar could not come from abroad due to technical reasons. How you will solve the problem? | (05 Marks) |
| | b. Customers of a logistics company needs to track their consignments on line from the time of dispatch till it reaches its destination. What type of technology you will adopt to meet the customers requirement? | (05 Marks) |
| | c. Explain the steps you will take to develop a e-commerce platform of selling pre owned cars in various cities of India. Provide examples. | (05 Marks) |
| | d. Using a diagram, illustrate a hospital management system with relevant input / output as much as possible. | (05 Marks) |

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