



**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.

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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](http://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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