



PG – 668

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.

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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.