



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 ?