



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.