PG – 807

I Semester M.B.A. (Day) Examination, February/March 2014
(2007-08 Scheme)
MANAGEMENT
Paper – 1.6 : Information Technology for Business

Time : 3 Hours Max. Marks : 75

SECTION – A

1. Answer **any six** from the following. **Each** sub-question carries **two** marks. **(6×2=12)**
   a) Differentiate compiler and interpreter.
   b) Name the resources in information system.
   c) What is SIS ?
   d) What are the reports generated in MIS ?
   e) Differentiate Intranet and Extranet.
   f) What is TCL and DML ?
   g) What is economic feasibility in system analysis and design ?
   h) Explain data view and variable view in SPSS.

SECTION – B

Answer **any three** of the following. **Each** question carries **eight** marks. **(8×3=24)**

2. Explain human resource information system.
3. What is EDI ? Explain its components and applications.
4. Explain SDLC in information system.
5. Explain types of databases.
6. Explain DSS along with its components.

SECTION – C

Answer **any two** of the following questions. **Each** question carries **12** marks. **(12×2=24)**

7. Different levels of management uses different kinds of information system. Explain.
8. Explain ERP with any functional modules.
9. What are the security threats of IT ? How it can be avoided ? Explain.

P.T.O.

SECTION – D

10. Read the case study (**compulsory**) and answer the questions given at the end. **15**

NHL Hockey Team Uses a Decision Support System to Win

The San Jose Sharks National Hockey League team collects data about the performance of pro players and puts them into a database. General Manager Doug Wilson and the team's coaches then use these data to manage the turnaround of the Sharks. The system combines player statistics such as goals scored and assists; scouting reports on intangible assets such as leadership skills; historical data on a player's age, years in the league, and medical wear and tear; and salaries paid for players' results. The overall goal is to identify the right types of players to put on the team.

Using the database, the Sharks built a virtual team – based on performance and age – that is comprised of players already on their roster or on their minor league teams, as well as players on other NHL rosters. The database includes hundreds of Sharks prospects playing in leagues throughout Canada, the United States, and Europe. It also includes the 700-plus players on the other 29 NHL team rosters, as well as several thousand minor league players. Each player's statistics – goals, assists, time on ice, goals-against average – were compiled, as well as their age, height, weight, salary, and eligibility status.

These individual statistics and salaries were pulled into the Sharks' database from three sources. The first source is the RinkNet database, which collects statistics on teams and individual player statistics from more than two dozen leagues around the world. For $ 12,000 a year, an NHL team can find out exactly how much time on ice a forward playing in the German Elite League logged the previous night.

However, the RinkNet system does not tell a team if a player created scoring opportunities with his physical play or if he is an exceptionally fast skater. For that information, the Sharks send out scouts armed with handheld computers. They up-load commentary and analysis in straight text, which is then added to the Sharks' player database. Combining these data with the RinkNet statistics gives the decision makers in the Sharks organization a complete view of every player's performance they day as well as a chronological history of their careers.

The Sharks then turn to the NHL's Local Arbitration Solution system to help them plot their fiscal course. They system's database contains the salary, age, and contract information for every player in the NHL. It also holds historical information for every player, meaning that a general manager can see not only a player's performance over the years but how much he was paid for each season and how that compares to the performance of other players with similar salaries or statistics.

The Sharks then apply a decision support system to the data to decide what players to have on their team and what to pay each player. The results have been impressive. After finishing last in their division the previous year, the Sharks rallied to win the division in 2003. In addition, the Sharks reduced their payroll by 29 percent in one year.

Questions.

1) Why is it important for the team's decision support application to collect data from three sources ?
2) How much is the decision support application responsible for the Sharks' success ? What other factors impact the team's success ?