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**First Semester MBA Degree Examination, Dec. 2013 / Jan. 2014**  
**IT for Managers**

Time: 3 hrs.

Max. Marks:100

- Note: 1. Answer any THREE questions, from Part - A.**  
**2. Part – B is compulsory.**  
**3. Draw diagrams neatly to explain the Answer.**

**PART - A**

- 1
  - a. Define Information system. (03 Marks)
  - b. What is manufacturing IS? Explain its tasks, sources and types (07 Marks)
  - c. What are the managerial challenges of IT? Explain different applications of IT. (10 Marks)
- 2
  - a. What is Transactions? What are the main reasons of using TPS? (03 Marks)
  - b. Explain the different types of Electronic payment system. (07 Marks)
  - c. Explain the challenges of global IS. (10 Marks)
- 3
  - a. Define e-Business. (03 Marks)
  - b. Explain the various business benefits of Internet. (07 Marks)
  - c. Illustrate with a diagram, the supply chain model. (10 Marks)
- 4
  - a. What is SDLC? Explain the different steps of SDLC. (05 Marks)
  - b. What are the benefits and limitations of ERP in an organization? (05 Marks)
  - c. What is a web store? What are the main requirements of a web store? (10 Marks)
- 5
  - a. What is meant by RAD? Explain the advantages and disadvantages of RAD. (05 Marks)
  - b. What is meant by DSS (Decision Support System)? What are the types of DSS in practice? (05 Marks)
  - c. With a diagram, explain the manufacturing information system. (10 Marks)
- 6
  - a. Explain the advantages and disadvantages of doing business using Internet. (05 Marks)
  - b. With a diagram, explain the major Information Technology application in CRM (Customer Relationship Management). (05 Marks)
  - c. Explain the steps involved in selecting a suitable information system in an organization. (10 Marks)

**PART - B**

- 7
  - a. You are the co-ordinator for conducting a seminar in your college. One of the speaker of the seminar could not come from abroad due to technical reasons. How you will solve the problem? (05 Marks)
  - b. Customers of a logistics company needs to track their consignments on line from the time of dispatch till it reaches its destination. What type of technology you will adopt to meet the customers requirement? (05 Marks)
  - c. Explain the steps you will take to develop a e-commerce platform of selling pre owned cars in various cities of India. Provide examples. (05 Marks)
  - d. Using a diagram, illustrate a hospital management system with relevant input / output as much as possible. (05 Marks)

Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.  
 2. Any revealing of identification, appeal to evaluator and /or equations written eg, 42+8 = 50, will be treated as malpractice.

8 **Cash Study :**

A publishing company publishes fortnightly magazine in four different languages. The magazine is sold through newspaper / book stalls and through subscriptions. The company has more than 5 Lakh subscribers. Most of these subscribers, subscribe the magazine on yearly payment basis. Therefore, the company receives numerous renewals. Besides numerous new subscribers approach the company for subscription of the magazine. On receiving the orders from subscribes and newspaper / book stalls, a document is created of each order. The order documents are batched in groups of 40 – 50 and a header form is completed showing the total number of documents per batch. The documents are then keyed and verified by data entry clerks and processed each evening. A validation programme rechecks the numbers of documents in each batch. It prints valid and invalid batch reports and posts valid and invalid batches to transaction file. Based on this, valid batch report is reconciled to the totals on the batch headers. Batches listed in the invalid batch report are reviewed, corrected and resubmitted for processing.

**Questions :**

- a. Assess the effectiveness of the controls in the system. (05 Marks)
- b. If you find any weakness, suggest measures to overcome it? (05 Marks)
- c. What general controls you will apply? (05 Marks)
- d. What are the processing controls you will incorporate? (05 Marks)