First Semester MBA Degree Examination, February 2013
IT for Managers

Time: 3 hrs.   Max. Marks: 100

Note: 1. *Answer any THREE questions, from PART - A.*
2. *Part – B and Part – C are compulsory.*
3. *Draw diagrams wherever necessary to enhance presentation.*

PART - A

1 a. Define data and information. (03 Marks)
   b. Explain different components on Information system. (07 Marks)
   c. Discuss the application of Information system in any service industry. (10 Marks)

2 a. What is RAD? (03 Marks)
   b. Discuss the business values of Intranet and extranet. (07 Marks)
   c. Describe different kinds of systems serving at different organizational levels for different functional areas, with a neat sketch. (10 Marks)

3 a. What are Strategic Information System? (03 Marks)
   b. Explain with an example, how TPS is helpful in business. (07 Marks)
   c. Explain various phases of SDLC. (10 Marks)

4 a. Highlight the features and benefits of ERD. (03 Marks)
   b. What is CRM? Discuss three phases. (07 Marks)
   c. With a neat sketch, explain e – commerce process architecture. (10 Marks)

5 a. Name the five basic competitive strategies to counter the threats of competitive forces and explain. (05 Marks)
   b. Explain different categories of e – commerce. (05 Marks)
   c. Discuss the important aspects of security, ethical and societal dimensions of use of IT in business. (10 Marks)

6 a. Describe prototyping model, used in Information system designing. (05 Marks)
   b. What are Push and Push supply chain models? Discuss. (05 Marks)
   c. Explain the components of Expert system, with a block diagram. (10 Marks)

PART – B

7 a. 1000 Football fans geographically spread are eager to buy only 500 tickets available for the match. Suggest the organizers, how these 500 tickets are sold to fans by giving a fair chance. (05 Marks)
   b. Company ABC is planning to do all business activities including collaboration with all stack holders using the telecommunication network technologies, while company XYZ is planning to do only sales transaction using the same technology. Identify the technological models that each of the firms is planning for and differentiate between them. (05 Marks)
   c. Trendz.inc is a retail company which plans to have an online presence. How do you help the firm in realizing their objectives? (05 Marks)

d. Business organizations want to purchase a software package which helps them to go global for all their needs including market reach, interaction with customers and sales across the globe with better efficiency. The vendor companies have come forward to offer the same, which is a multimodule application software with features like single database, integration of all stand alone functional packages and which typically attempts to cover all basic functions of organizations. What they are planning to sell to Business organizations and if that software fails, what would be the reasons. **(05 Marks)**

8 CASE STUDY :

A waiter takes an order at a table and then enters it online via one of the six terminals located in the restaurant dining room. The order is routed to a printer in the appropriate preparation area ; the cold item printer if it is a salad, the hot item printer if it is a hot sandwich or the bar printer if it is a drink. A customers meal checking listing (bill) the items order and the respective prices are automatically generated. This ordering system eliminates the old three – carbon copy guest check system as well as any problems caused by a waiter's hand writing. When the kitchen runs out of a food item, the cooks send out an 'out of stock' message, which will be displayed on the dining room terminals when waiters try to order that item. This gives the waiters, a faster feedback enabling them to give better service to customers. Other system features aid management in the planning and control of their restaurant business. The system provides up – to – the – minute information on the food item ordered and breaks out percentages showing sales of each item versus total sales. This helps management plan minus according to customers taste.

The system also compares the weekly sales totals versus food costs, allowing planning for tighter cost controls. In addition, wherever an order is voided, the reasons for the void are keyed in. This may help later in management decisions, especially if the voids consistently related to food or services. Acceptance of the system by the users is exceptionally high since that waiters and waitresses were involved in the selection and design process. All potential users were asked to give their impressions and ideas about the various systems available before one was chosen.

Questions :

a. In the light of the systems, describe the decisions to be made in the area of strategic planning, managerial control and operational control. **(10 Marks)**

b. What are the advantages of having an IS implemented at the restaurant? **(10 Marks)**

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