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12MBA15

First Semester MBA Degree Examination, June/July 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.

PART – A

- 1 a. Define data and information. (03 Marks)
b. Explain the characteristics of MIS. (07 Marks)
c. What is meant by transaction processing system? Explain the methods with suitable examples. (10 Marks)
- 2 a. Define the term SCM. (03 Marks)
b. How does IT support the supply chain? Explain. (07 Marks)
c. What is CRM? Explain its components and applications with a neat diagram. (10 Marks)
- 3 a. Define the term ERP. List its features and benefits. (03 Marks)
b. What is e-commerce? Explain the three basic categories of e-commerce (B2C, B2B, C2C). (07 Marks)
c. What is an expert system? Explain the functions of an expert system. (10 Marks)
- 4 a. Why is MIS looked upon a strategic need of management study? (05 Marks)
b. What are MRP and JIT? What role do information system play in this context? (05 Marks)
c. Define SDLC. Explain the various stages of SDLC with a neat diagram. (10 Marks)
- 5 a. What do you mean by data flow diagram (DFD)? What are its objectives? (05 Marks)
b. Differentiate between CRM and SCM. (05 Marks)
c. Explain with a diagram the components of an information system. (10 Marks)
- 6 a. What is rapid application development (RAD) model? What are the contents of this model? (05 Marks)
b. Identify and describe three levels of the organizational hierarchy. Discuss with the help of a diagram, which type of information system serve at each level. (15 Marks)

PART – B (Compulsory)

- 7 a. What do you mean prototyping? List the main activities of prototyping model. (05 Marks)
b. What is intellectual property? Briefly explain. (05 Marks)
c. Define internet intranet and extranets. List the role and business value of extranets. (05 Marks)
d. Discuss the various network security defenses that must be in place in an IT system. (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.

PART – C (Compulsory)

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CASE STUDYBuilding the IT Infrastructure

Sanjay is a do-it-yourself entrepreneur who built up his fortune in trading. He traded in anything and everything and kept close control of every activity. This was how he had grown rich enough to indulge in his one dream-to build a college in his hometown. A college that would be at par to the ones in the better cities, the ones in which he could not study himself. Work started a year back and the buildings were coming along well. He himself did not use computers much and become hooked to the internet and e-mail only recently. He was determined to provide a PC and internet to every student and faculty member. He was currently engrossed in plans for the 100-seater computer lab. What was confusing him was the choice of internet connectivity. He has about a dozen quotes in front of him. Recommendations ranged from 64 kbps ISDN all the way to 1 Gbps leased line to Guwahati, which was almost 200kms away. Prices ranged from slightly under a lakh all the way up to Rs.25lakh and beyond. He did not understand most of the equipment quoted. Firewall, proxy server, cache appliance, nor was he sure what the hidden costs were. Although it went against his very nature, he would have to identify a trust worthy consultant who would help him make sense of the whole thing.

Questions:

- a. In the context of the given case, what management issues need to be addressed by Sanjay? (05 Marks)
- b. Why is it important for managers to be tech savvy? (05 Marks)
- c. What is the importance of a 'system consultant' to an organization? (05 Marks)
- d. What IT skills should he/she possess? (05 Marks)

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