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12MBA15

First Semester MBA Degree Examination, June / July 2014
IT for Managers

Time: 3 hrs.   Max. Marks:100

Note: 1. *Answer any THREE questions, from Q.No.1 to Q.No.6.*
2. *Q.No. 7 and 8 are compulsory.*

1   a. Define Information and System.   (03 Marks)
    b. What are the characteristics of MIS?   (07 Marks)
    c. What is GDSS? Explain components of GDSS and its benefits.   (10 Marks)

2   a. Write short note on OAS.   (03 Marks)
    b. Distinguish between Data and Information.   (07 Marks)
    c. Sketch the diagram and explain Business Organisation as systems.   (10 Marks)

3   a. Define TPS. Give examples.   (03 Marks)
    b. What is an Expert system? What are the benefits offered by Expert system? Also state the
        limitations.   (07 Marks)
    c. Define SDLC. Explain the various stages of SDLC, with a neat diagram.   (10 Marks)

4   a. What is Marketing Information System?   (03 Marks)
    b. How does ERP support the success of a business?   (07 Marks)
    c. Explain network topologies with diagram.   (10 Marks)

5   a. What do you mean by DFD?   (03 Marks)
    b. Which are the technologies used in SCM? Discuss.   (07 Marks)
    c. What is CRM? Explain its components and application with a neat diagram.   (10 Marks)

6   a. Explain Rapid Application Development (RAD).   (03 Marks)
    b. Distinguish between Intranet and Extranet.   (07 Marks)
    c. Discuss the mechanism of B2B e-commerce model with a sketch.   (10 Marks)

7   a. Design the security policy of your Institute / College University / School.   (05 Marks)
    b. What are the inputs, documents required to design an ATM system?   (05 Marks)
    c. Discus various electronic payment process.   (05 Marks)
    d. How information system can facilitate E - Business? Explain briefly.   (05 Marks)

8   **CASE STUDY :**

    The branch of lifestyle was established in a prime city of Mangalore – India in the year 2009.
It reports to its corporate office. The corporate sales manager in turn sends his report to regional
office. The retailing has various offers, schemes and store loyalty programmes for maintaining
the customer relationship management.

Due to substantial increase in sales and customers loyalty programme for existing customers there has been considerable increase in work load. The sales force of retailing is not finding it easy to access and update records of existing system. For a single transaction number of books, files are to be updated. The store manager is also facing security problems relating to sales information contained in sales invoice and other files. The customers have to wait for hours together for order processing. After long wait, sometime customer is also getting the wrong order. At the end no one is happy.

Questions :

a. Evaluate existing system.   **(05 Marks)**
b. Discuss how IT can support the organization.   **(05 Marks)**
c. What are the Input, Output and devices you suggest?   **(05 Marks)**
d. Assuming that you are a system designer, explain your role.   **(05 Marks)**

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