MB-107

Sl.No. : **Total No. of Pages : 3**

Second Semester M.B.A. Degree Examination, June - 2023
(Non CBCS) (SLM Scheme)
MANAGEMENT
Information Technology for Managers

Time : 3 Hours **Max. Marks : 80**

SECTION - A

1. **Answer any five sub questions. Each sub question carries three marks :** **[5 × 3 = 15]**

   a) Define Information Technology.

   b) What is digital revolution?

   c) Differentiate between batch processing and real time processing.

   d) What is Gray box testing?

   e) Define data mining.

   f) What do you mean by data validation?

   g) What is E-Governance?

SECTION - B

Answer any four questions. Each question carries five marks : **[4 × 5 = 20]**

2. Explain the significance of IT for decision making.

3. Describe the various types of input devices.

4. How IT helps for Supply Chain Management?

5. Write a note on Accounting information system.

6. Explain data mining and data warehousing.

7. Write a flow chart for store management in a manufacturing industry.

SECTION - C

Answer any Three questions. Each question carries Ten marks : [3 × 10 = 30]

8. Explain how firms update their Information system using system development life cycle.

9. Examine various types of hardwares that can be used to provide internet facility.

10. Explain the different types of cyber crime.

11. Discuss how CRM has been improved because of information systems.

12. Explain the recent trends in E-Commerce.

SECTION - D

13. **Case (Compulsory) : [1 × 15 = 15]**

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 customer's meal check-listing (bill) the items ordered 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 handwriting. 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 faster feedback, enabling them to give better service to the 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 items ordered and breaks out percentages showing sales of each item versus total sales. This helps management plan menus according to customers' tastes. The system also compares the weekly sales totals versus food costs, allowing planning for tighter cost controls. In addition, whenever 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 service. Acceptance of the system by the users is exceptionally high since the 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. While businesses are investing enormous resources in information technology (IT), there is little evidence linking IT investment to organizational performance.

Questions :

a) In the light of the system, describe the decisions to be made in the area of strategic planning, managerial control and operational control? What information would you require to make such decisions?

b) What would make the system a more complete MIS rather than just doing transaction processing?

c) Explain the probable effects that making the system more formal would have on the customers and the management.

□□□