MBHC-2.1

Sl. No.

II Semester M.B.A. Degree Examination, May/June - 2025
MANAGEMENT
Information Technology for Managers
(CBCS Scheme)

Time : 3 Hours **Maximum Marks : 80**

SECTION-A

Answer any FIVE questions. Each question carries Five marks. (5×5=25)

1. Briefly explain briefly the benefits of MIS.
2. Define cybercrime and briefly explain the different of cyber Crime.
3. Briefly Highlight to characteristics and Benefits of CRM.
4. Define SCM. Enumerate the role of IT in SCM.
5. Define the golden rules of interface Design.
6. What is data warehouse? And State its merits and demerits.
7. Write a note on the types of decision table.

SECTION - B

Answer any FOUR questions. Each question carries Ten marks. (4×10=40)

8. Define database. Explain the design and development of database.
9. Explain the different stages of systems development life cycle approach (SDLC)
10. Define information system. Explain the different applications of information system.
11. Define ERP. Explain the Different modules of ERP.
12. What is Business Process Reengineering? Explain the need for Reengineering and different steps in implementing BPR in an Organization.
13. Explain how the decision - making process work and comment on the types of decisions.

SECTION - C

14. **Case (Compulsory).** **(1×15=15)**

Marketing information system provides information to support major components of the marketing function. Internet websites and services make an interactive marketing process possible where customer can become partner in creating marketing, purchasing and improving products and services. Sales force automation system use mobile computing and internet technologies to automate many information processing activities for sales support and management. In this context,

Question

How do you think sales force automation affects sale persons productivity, marketing management and competitive advantage.
