MBHC-2.1

Sl.No. :

Total No. of Pages : 2

Second Semester M.B.A. Degree Examination, November - 2024
(SLM Scheme) (CBCS)
MANAGEMENT
Information Technology for Managers

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

SECTION - A

Answer any five questions. Each question carries five marks. [5 × 5 = 25]

Q1) Mention any six benefits of using a computer.

Q2) How is data different from information?

Q3) What are front end and back end software?

Q4) What are the objectives of Enterprise Resource planning?

Q5) Discuss the role of MIS in organization.

Q6) Write a note on data warehousing.

Q7) Briefly explain the concept of supply chain management.

SECTION - B

Answer any four questions. Each question carries ten marks. [4 × 10 = 40]

Q8) Explain the various types of information system.

Q9) Explain the ethical issues of an a IT manager.

Q10) Discuss the advantages and disadvantages of database management system.

Q11) Write a neat diagram of flow chart and explain it.

Q12) Discuss the cyber crime and privacy issues in IT.

Q13) Critically examine the various components of e-governance.

SECTION - C

Q14) **Case (Compulsory) :** **[1 × 15 = 15]**

A seller of beauty products of various well-known brands in a traditional way having physical presence only is realizing that his business is performing less due to brands like Nyka and many more. The seller is well known for his services, and has huge reserves and surplus. He spends a lot on TV advertising and Newspaper advertising, also offers discounts occasionally to increase footfall and sale. All this initially was helping him achieve good sales, but, now due to e-business or online shopping is not helping him.

Question :

Explain how you would suggest this seller to go for e-business with suitable marketing strategies, and also help him in understanding the importance of CRM to be applied in e-business.

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