MBHC-2.1

Sl.No. : **Total No. of Pages : 2**

Second Semester M.B.A. Degree Examination, October - 2025
(SLM Scheme) (CBCS)
MANAGEMENT
Information Technology for Managers

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

SECTION - A

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

Q1) What are the characteristics of good information in MIS?

Q2) Write short notes on Management Support System (MSS).

Q3) What is Business Process Reengineering (BPR) and why is it important?

Q4) Write a note on decision tables and their applications.

Q5) Define Database Development and discuss its significance.

Q6) Briefly explain the benefits of Data Warehousing.

Q7) Describe the key modules of ERP systems.

SECTION - B

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

Q8) Explain the different types of Information System with examples.

Q9) Explain Business System Planning and Critical Success Factors (CSF) in IT planning.

Q10) Explain the various testing methods and levels in IS development.

Q11) Discuss the nature of cyber security laws, and ethical issues for IT managers.

Q12) Explain Customer Relationship Management (CRM) and E-Governance with benefits

Q13) Discuss the concept of Data Mining. Explain its techniques and managerial applications in decision-making.

SECTION - C

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

XYZ Retail Ltd. struggled with managing customer relationships and sales data across mutliple stores. The company implemented a Customer Relationship Management (CRM) system and integrated IT with its Marketing Information System. This allowed personalized marketing compaigns, better tracking of customer behavior, and improve sales forecasting. The IT team also ensured data security and compliance with privacy laws, While the system improved efficiency, employees needed training to fully utilize the tools, and management faced challenges in integrating legacy systems with the new IT solutions.

Questions:

a) How did CRM and Marketing IS help XYZ Retail Ltd. enhance customer engagement?

b) What challeneges might management face during IT implementation, and how can they be mitigated?

