22MBA302

USN

### Third Semester MBA Degree Examination, Dec.2023/Jan.2024
## Information Technology for Managers

Time: 3 hrs.                                                                        Max. Marks: 100

*Note: 1. Answer any FOUR full questions from Q.No.1 to Q.No.7.*
*2. Question No. 8 is compulsory.*
*3. M : Marks , L: Bloom's level , C: Course outcomes.*

|      |     |                                                                                                                          | M   | L   | C   |
|------|-----|--------------------------------------------------------------------------------------------------------------------------|-----|-----|-----|
| Q.1  | a.  | Define MIS.                                                                                                               | 03  | L1  | CO1 |
|      | b.  | Explain the Role of MIS.                                                                                                  | 07  | L2  | CO1 |
|      | c.  | What is e-commerce? Explain the four basic categories of e-commerce (B2C, B2B, C2B, C2C).                                 | 10  | L3  | CO2 |
| Q.2  | a.  | Write a short note on Group Decision Support System (GDSS).                                                               | 03  | L1  | CO1 |
|      | b.  | What is Transaction Processing System (TPS)? Explain the model of TPS.                                                    | 07  | L2  | CO1 |
|      | c.  | What are the major security challenges in E-Enterprises? Explain the security measures that can be adopted in an E-Enterprises. | 10  | L3  | CO1 |
| Q.3  | a.  | What is SSAD?                                                                                                             | 03  | L1  | CO1 |
|      | b.  | Explain with a neat sketch, the spiral model of system development.                                                       | 07  | L2  | CO1 |
|      | c.  | Draw a DFD for a online customer ordering process.                                                                       | 10  | L3  | CO3 |
| Q.4  | a.  | What is meant by operating system?                                                                                       | 03  | L1  | CO1 |
|      | b.  | Explain the impact of MIS in the application of manufacturing sector.                                                     | 07  | L2  | CO1 |
|      | c.  | Discuss the Role of IS in Banking Industry.                                                                               | 10  | L3  | CO4 |
| Q.5  | a.  | What is meant a database?                                                                                                 | 03  | L1  | CO1 |
|      | b.  | Write short note on : (i) Internet      (ii) Intranet and Extranet.                                                       | 07  | L2  | CO2 |
|      | c.  | What is a network? Explain the various types of network.                                                                  | 10  | L3  | CO2 |
| Q.6  | a.  | What is Artificial Intelligence (AI)?                                                                                     | 03  | L1  | CO1 |
|      | b.  | What is the application of AI in (i) Agriculture  (ii) Business?                                                          | 07  | L2  | CO1 |
|      | c.  | What is IOT and explain its application in a smart city?                                                                  | 10  | L3  | CO4 |
| Q.7  | a.  | Why is MIS a strategic need of management study?                                                                          | 03  | L1  | CO2 |
|      | b.  | Explain the MIS application for a Personnel Management Information System.                                                | 07  | L2  | CO2 |
|      | c.  | Explain the stages in waterfall model in systems development.                                                             | 10  | L3  | CO2 |
| Q.8  |     | Case Study (Compulsory): <br><br> M/S Home Foods is a small scale manufacturing firm producing home made snacks. The business has been growing very fast. The owner set up a separate manufacturing units and procured machineries related to their business. Since the business was expanding, the management found it difficult to control the operations and resources due to lack of centralized system. The management did not have the access to information for decision making. |     |     |     |

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| | | **22MBA302** | | | |
| | **Questions :** | | | | |
| a. | Evaluate the existing system. | | 05 | L3 | CO4 |
| b. | Discuss how Information technology can support the organization. | | 05 | L2 | CO2 |
| c. | What type of decision support system (DSS) will you recommend if they want information such as Account receivable, sales analysis etc and why? | | 05 | L3 | CO4 |
| d. | What points will you consider for analyzing the current system? | | 05 | L3 | CO2 |

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