

Roll No.

Total No. of Pages : 03

Total No. of Questions : 15

MBA/MBA(IB) (Sem.-1<sup>st</sup>)

**INFORMATION TECHNOLOGY FOR MANAGEMENT**

Subject Code : MBA-107 (Batch-2012)

Paper ID : [C0107]

Time : 3 Hrs.

Max. Marks : 60

**INSTRUCTION TO CANDIDATES :**

1. SECTION-A contains SIX questions carrying FIVE marks each and students has to attempt any FOUR questions.
2. SECTIONS-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and student has to attempt any ONE question from each Subsection.
3. SECTION-C is COMPULSORY and consist of ONE Case Study carrying EIGHT marks.

**SECTION-A**

1. Explain TCP/IP.
2. Discuss the role of assembler, compiler and interpreter.
3. Explain Hexadecimal number system.
4. Explain the various formatting features in MS Word.
5. Explain the feature of cell referencing in MS Excel.
6. Discuss application of creating forms in MS Access.

**SECTION-B**

**UNIT - I**

7. Discuss various generations of computer in detail.
8. Discuss various Input and Output devices of computer in detail.

## **UNIT - II**

9. What do you understand by Operating System? Discuss the functions of Operating Systems in detail.
10. Discuss various types and topologies of network in detail.

## **UNIT - III**

11. Explain the use of Mail Merge function in MS Word. Discuss in detail various steps to apply Mail Merge in MS Word.
12. Discuss the application of MS Excel. Explain in detail various important features of MS Excel.

## **UNIT - IV**

13. What do you understand by the term DBMS? Discuss the advantages of DBMS over Traditional File System.

of MS Access. Explain in detail various steps  
les and forms.

## **SECTION-C**

### **CASE STUDY**

15. Appollo Tyres is a leading tyre manufacturer in India. The company has four manufacturing units in India, two in South Africa and two in Zimbabwe. It has a network of around 4500 dealerships in India, of which over 3000 are exclusive outlets, and nearly 230 multi brand Dunlop Accredited Dealers in South Africa and Zimbabwe. “Unstoppable IT” is part of Appollo Tyre’s overall IT strategy derived out of its philosophy of having services available at all times. This concept is woven around “Anywhere, Anytime, Any Device” whereby a complete set of IT systems, processes and capability are deployed for availability, confidentiality and integrity of information. As part of this strategy, Appollo aggregated and centralized data for anywhere and anytime access through its employees and dealer portals. Achieving Anywhere, Anytime connectivity was not a difficult task; the real challenge lay in identifying and determining an appropriate