II Semester M.B.A. Degree Examination, July 2018
(CBCS Scheme)
MANAGEMENT
2.1 : Technology for Management

Time : 3 Hours

Max. Marks : 70

SECTION – A

Answer **any five** questions from the following, **each** question carries **5** marks.

(5×5=25)

1. What is GUI ? List and explain the elements of GUI based operating system.

2. Differentiate between Data and Information. How does it help in decision making ?

3. What is business process Re-engineering ? Explain the steps involved with example.

4. Distinguish between Decoupling and Decomposition.

5. Explain the following TELNET, FTP.

6. Differentiate between Traditional File System and DBMS.

7. Discuss the pros and cons of the internet for e-commerce.

SECTION – B

Answer **any three** questions from the following, **each** question carries **10** marks.

(3×10=30)

8. "Though technology information may abound it is always desirable to have a systematic approach to acquiring technology information". Offer your critical comments on the statement.

9. Describe software life cycle models with examples.

10. Explain MIS function based on organization.

11. Explain the various criteria to be met and possessed by an ERP system, when proposed for the small and medium enterprises.

P.T.O.

SECTION – C

12. **Compulsory** Case Study : (1×15=15)

Capital One Financial Corporation did not become the most profitable credit card company in the United States by accident. They diffuse information technology through all their business strategies and business practices. They call it Information Based Strategy, or IBS. IBS uses a test-and-learn philosophy to differentiate products and services to target market groups. New product ideas are tested on target populations to analyze their reactions to the product or service.

Data are gathered to identify and target specific consumer groups with specific marketing campaigns. Data are used also to set prices on products and interest rates on services. Successful marketing campaigns are tested for multiplication in different regions of the country. Costs are lowered and customer service productivity is enhanced by the use of testing and matching customer service or sales representatives with customers whom they are best trained to serve. When a customer calls, their record is plugged into a database to determine what his needs are and the call is then routed to a representative who is most qualified to serve that customer's needs.

Capital One uses a software application called Global Service Logistics (GSL) by Cisco Systems for call routing. This is only one of the applications used to support IBS. The amount of support required for IBS is immense. Capital One has spent hundreds of millions of dollars building and refining systems for IBS and uses the services of over 1000 IT professionals.

Questions :

1) What is the business model of Capital One Financial Corporation ?

2) Discuss the factors leading to the success of Capital One.

3) Suggest how can Capital One fit into aggregator model ?

PG – 868

II Semester M.B.A. Degree Examination, July 2017
(CBCS Scheme)
MANAGEMENT
2.1 : Technology for Management

Time : 3 Hours　　　　　　　　　　　　　　　　　　　　　　　Max. Marks : 70

Instruction : Answer all Sections.

SECTION – A

Answer **any five** of the following questions. **Each** carries **5** marks :　　　**(5×5=25)**

1. What is the different network topologies used in network ?

2. What are the various steps in constructing in DSS ?

3. What do you mean by TPS ? Give an example.

4. What is business process reengineering ? Explain.

5. What are the various modules available in ERP ?

6. What are the merits and demerits of DBMS systems ?

7. What is IP and how does it work ?

SECTION – B

Answer **any three** of the following questions. **Each** carries **ten** marks :　　　**(3×10=30)**

8. What do you mean by an operating system ? Outline the features of different operating systems.

9. Explain the system development methodologies with respect to MIS.

10. Enumerate the artificial intelligence technologies and its importance in business.

11. What are the risks associated with ERP implementation ? Discuss the risk management techniques that can be used during implementation.

P.T.O.

SECTION – C

Compulsory question : (1×15=15)

12. Case study :

Emerging as a multinational E commerce company, Amazon has turned out to be leading online retailer offering cloud computing services. Two technologies driving the growth of Amazon has been the integration of customer relationship management and information management to the overall business strategy. Linux has been a core strength behind the technology of Amazon, the IT infrastructure of the organization has been built in such a way that could handle more than millions of operations and also handles queries.

The company has been exposed to threats of storing and securing the credit cards and debit cards information. The company uses the customer relationship management module under enterprise resources management to store personalized information and purchasing trends of its customers which is integrated with the marketing and advertising campaigns of the organization. The sales strategy of Amazon has been very unique that reflects its MIS. The operations of the company have made a transition from a single level sales strategy to that of multi level e commerce strategy.

The initial growth of the organization was favoured by business to consumer models of selling and business to business mode of operations. The recent development in the E commerce population has enhanced the interactions between the consumer and the business thus forcing Amazon to give more priority and customization to its IT to value and respect reviews of the customers as a part of their business operations. The exclusion of the retailers has been the signs of growth in Amazon as it allows the customers to sell and buy the products using Amazon as a platform.

The business model of Amazon reflects the management information systems. Elastic cloud computing has been yet another vibrant web service offered by Amazon. The objective of E2C at Amazon has been to serve the developers who

work with web scale computing. It offers the end users the complete control over computing actions and lets customers to use the computer environment of Amazon. The pros of E2C computing at Amazon are its ability to save more time there by ignoring the needs of booting a new server. Amazon machine image is being created by the end user to utilize E2C services. The most attractive part of E2C is the feature of paying only for the actual use and also helps the developers to customize their applications so that most common failure scenario is being isolated.

The technology used by Amazon comprises web service, middleware, group ware and most importantly networking. These lay the pillars of management information systems. The enterprise systems that are integrated with the internet are the logistics, accounting and the human resources. The technology and the enterprise systems at Amazon are interconnected with vibrant relational data base management systems which are interdependent on one another.

1) What would be the recommendations to sort products and anti-phishing interventions to Amazon as IT manager ?

2) How can the company establish customer relationship management interventions across the business operations ?

3) Advocate solution to resolve the existing gap between the marketing and sales activities of Amazon.

II Semester M.B.A. Degree Examination, July 2016
(CBCS)
MANAGEMENT
2.1 : Technology for Management

Time : 3 Hours   Max. Marks : 70

SECTION – A

Answer **any 5** questions. **Each** question carries **5** marks **each**.   **(5×5=25)**

1. How do you say that Data is an essential ingredient in Information Decision Making and information is important in Strategy Building ?

2. Explain the classification of the Computers in terms of their Hardware, Software.

3. Define SDLC ? Briefly describe the steps involved in the SDLC.

4. What do you mean by DSS ? Briefly explain components of the DSS.

5. Distinguish between data and information using suitable examples.

6. Briefly discuss the functional systems of a business organisation.

7. How does MS Word and powerpoints help in business operations. Explain briefly.

SECTION – B

Answer **any 3** questions, **each** question carries **10** marks **each**.   **(3×10=30)**

8. What is the difference between the ability of a manager to retrieve information instantly on demand using MIS and the capabilities provided by a DSS ?

9. Most businesses should engage in e-commerce on the Internet. Do you agree or disagree with this statement ? Explain your position with suitable examples.

10. What is an Enterprise ? Discuss how ERP helps in better decision-making w.r.t. all the functional units of the Organization ?

11. The Internet is a driving force behind developments in telecommunications, Networks, and other information technologies. Do you agree or disagree ? Why ?

SECTION – C

Compulsory (15 Marks) : (1×15=15)

12. You are the owner of a hardware store. The store has different kinds of items like paint, nuts, bolts, nails and such.

    You have two kinds of customers; Regular customers and floating customers who walk in as they pass. Since it is becoming difficult to handle the store sales as well as to maintain the stock, you have decided to introduce computer based information systems in your store.

    Envisage the requirements of the store and match accordingly the different information systems you would introduce by mentioning their applications.

——————————

II Semester M.B.A. Degree Examination, June/July 2015
(CBCS Scheme)
2.1 : TECHNOLOGY FOR MANAGEMENT

Time : 3 Hours

Max. Marks : 70

SECTION – A

Answer **any five** questions. **Each** question carries **five** marks. Answer to **each** question should **not** exceed **250** words.   **(5×5=25)**

1. What is meant by cross functional information systems ? Illustrate and explain the following information systems : CRM and SCM.

2. What is meant by the value chain in business ? Explain the usefulness of information systems in the value chain.

3. Can information technology bring organisational changes to business ? Discuss the types of information technology used for bringing about the changes.

4. What is meant by DSS ? How is it useful in business ?

5. What are knowledge management systems ? How are KMS useful in business organisations ?

6. What are DBMS ? Illustrate and explain in detail.

7. Discuss the important models of E-commerce. What are the issues in implementing E-commerce applications ?

SECTION – B

Answer **any three** questions. **Each** question carries **ten** marks. Answer to **each** question should **not** exceed **500** words.   **(3×10=30)**

8. Illustrate and explain the different types of information systems. Discuss how these systems are useful in different functions of business.

9. What are the ethical and social challenges of information technology ? Discuss also the security threats from information technology to a business organisation.

10. What is meant by SDLC ? Illustrate and explain its phases in detail. You may use business applications as examples.

P.T.O.

11. a) How does an ERP system support different business applications ?

   b) How are information systems useful in services ? You may use examples of different service sectors.

12. Case Study (**Compulsory**) :   (1×15=15)

Jumbo company is into FMCG sector and has branches in three states of South India. Their distribution network comprises of authorized branches – Franchises and Re-sellers. They have computerized with a centralized data management system. With competition growing by day, it is the experience of the customers with company's products and services that matters most and that determines the company's future. Gone are the days where one looks constantly for new customers ignoring the existing ones. It is imperative for the companies to keep the existing customers continuously engaged, serve to their satisfaction and generate more business through them and through their referrals.

Based on a survey they were able to get the below statistics that highlights the importance of positive customer experience and retention :

- Price is not the main reason for customer churn; it is actually due to the overall poor quality of customer service.

- A customer is 4 times more likely to defect to a competitor if the problem is service related than price or product related.

- The probability of selling to an existing customer is 60-70%. The probability of selling to a new prospect is 5-20%.

- For every customer complaint there are 26 other unhappy customers who have remained silent.

- A dissatisfied customer will tell between 9-15 people about their experience. Around 13% of dissatisfied customers tell more than 20 people.

- Happy customers who get their issue resolved tell about 4-6 people about their experience.

- It costs 5-6 times more to acquire a new customer than retain an existing one.

Questions :

a) Suggest how implementing e-CRM can help in understanding the needs and expectations of customers.

b) How can the distribution network yield business benefits through e-CRM ?