



PG – 918

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 ?

P.T.O.



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.
