

PARUL UNIVERSITY
FACULTY OF MANAGEMENT
MBA Summer 2017 - 18 Examination

Semester: 4

Date: 21/05/2018

Subject Code: 06205251

Time: 10.30 am to 1.00 pm

Subject Name: Strategic Management of Information Technology

Total Marks: 60

Instructions

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.
4. Start new question on new page.

Q.1 Do as Directed.**A).Multiple choice type questions****(05)**

1. If a university sets up a web-based information system that faculty could access to record student grades and to advise students, that would be an example of a/an

a) CRM	c) Intranet
b) ERP	d) Extranet
- 2 Which of the following is not a class of information system applications

a) decision support system	c) expert system
b) Database management system	d) management information system
- 3 The basic component(s) of DSS is (are)

a) Database	c) Model base
b) DSS software system	d) All of the above
- 4 Which of the following is not a function of DBA?

a) Routine Maintenance	c) Schema definition
b) Network Maintenance	d) Authorization for data access
- 5 The back bone of any organization is

a) Information	c) Employee
b) management	d) capital

B).Define the following. (Each of 1 mark)**(05)**

1. DSS
2. Knowledge Management
3. LAN
4. DBMS
5. E-business

C).Direct questions. (Each of 1 mark)**(05)**

1. Difference between Wi-Fi and Bluetooth
2. Difference between data ware house and data mining
3. Difference between intranet and extranet
4. State the major components of simple network
5. Explain the role of Supply chain Management.

Q.2 Answer the following questions.**A).Write short note on Decision Support System.****(07)****B).What do you mean by e-commerce.? Explain various models of .e-commerce****(08)****Q.3 Answer the following questions.****A).What are different types of Knowledge? How Knowledge Management is useful to an organization?****(07)****B).Differentiate between e-commerce and e-business.****(08)****Q.4 Attempt any two questions. (Each of 7.5 mark)****(15)**

1. What are the advantages of Information Technology in Business?
2. Explain with relevant example positive and negative impact of an information system.
3. "Strategic use of IT in banking sector is creating value." Justify this statement with relevant examples.
4. What are advantages and disadvantages of ERP System