

PARUL UNIVERSITY
FACULTY OF MANAGEMENT
MBA Summer 2018 - 19 Examination

Semester: 4

Subject Code: 06205251

Subject Name: Strategic Management of Information Technology

Date: 22/4/2019

Time: 10.30 am To 1.00 Pm.

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/Fill in the blanks. (Each of 1 mark)****(05)**

1. The instructions for starting the computers are housed on

a) CD-ROM	c) RAM
b) ROM	d) Cache
2. The set of processes developed in an organization to create, gather, store, transfer and apply knowledge, best describes :

a) Organizational Learning	c) Business Process Reengineering
b) Knowledge Management	d) Knowledge Asset
- 3 Which of the following is the most prime benefit if IT?

a) Cost Reduction	c) Saving Environment
b) Employee Satisfaction	d) To be known as IT oriented company
- 4 Which of the following is/are the component(s) of Expert System?

a) The User interface	c) The knowledge interface
b) The inference engine	d) All of the above
- 5 A piece of icon or image on a web page associated with another web page is called _____

a) Hyperlink	c) URL
b) Plugin	d) All of the above

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

1. EDI
2. Modem
3. E-commerce
4. LAN
5. DBMS

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

1. Difference between Wi-Fi and Bluetooth
2. E-Commerce applications are supported by five support areas. State these support areas.
3. State five types of Enterprise systems.
4. State the advantages of ERP
5. State the role of Database administrator

Q.2 Answer the following questions.**A). Define and explain CRM. List the major types of CRM and its uses****(07)****B). What is DSS? Explain the various components of DSS.****(08)****Q.3 Answer the following questions.****A). What do you mean by "Auction"? Explain various types of auctions with relevant examples.****(07)****B). What is Supply Chain? What are the main functions performed in Supply chain also describe the three main flows being managed in a supply chain****(08)****Q.4 Attempt any two questions. (Each of 7.5 mark)****(15)**

1. Discuss difference among Data, Information, Knowledge and Wisdom. Also discuss types of knowledge with example.
2. Compare and contrast Intranet Vs. Extranet
3. Write short notes on : Types of Networking
4. Explain with relevant example positive and negative impact of an information system