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**II Semester M.B.A. Examination, December 2022  
(CBCS 2018-19 Scheme)**

**MANAGEMENT**

**Paper – 2.1 : Technology for Management**

Time : 3 Hours

Max. Marks : 70

**SECTION – A**

Answer **any five** questions, **each** carries 5 marks.

**(5×5=25)**

1. Differentiate between Input and Output Devices and give examples of the latest I/O devices used in the Industry and their business application.
2. Differentiate between RAM and ROM, EPROM and its functions.
3. What do you mean by ERP ? List the reasons for successful ERP implementation.
4. What is the difference between e-commerce and m-commerce ? Which is better and why ?
5. What do you mean by DBMS ? Briefly explain the architecture, different data based models used in while designing the databases along with the example.
6. Define Internet, Intranet, Extranet. Justify the statement Telecommunication is driving the business economy with their changing technologies.
7. Define the term GDSS, EXPERT SYSTEM, ERP, CRM, SCM with examples.

**SECTION – B**

Answer **any three** questions, **each** carries 10 marks.

**(10×3=30)**

8. Differentiate between the Application Software and System Software and explain their importance in the business information systems.
9. a) Differentiate between Data and Information with right business example.  
b) What do you mean by sub-system and explain each organizational sub-systems and their functionalities.

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10. What do you mean by DSS ? Explain the framework of DSS. Explain the components and benefits of DSS. Explain Web Based DSS and its benefits.
11. How can Information Technology support a company's business process and decision making and give it a competitive advantage? Explain with suitable example.

SECTION – C

**Compulsory Question :**

**(15x1=15)**

12. Case study :

As an entrepreneur, you decide to open a Retail store. You can also subscribe to a franchise or create your own Retail store under your own brand. Compare the choices by identifying the decisions you will face with each approach. What data will you need to collect ? Design an Information system to manage your business.