

INDIAN MARITIME UNIVERSITY
(A Central University, Govt. of India)
End Semester Examinations – Dec 2019/Jan 2020
B.B.A (Logistics, Retailing and E-Commerce)
Semester - III
UG31T1305/2305-IT for Managers

Date:07.12.2019

Max Marks :100

Time: 3 HRS

Pass Marks : 50

Part- A

Answer all the Questions 10 x 1 mark = 10 marks

1. Which is a collection of activities performed to accomplish a clearly defined goal?
 - a) Business Process
 - b) Data Base
 - c) Information System
 - d) None of these above

2. Which is the pooling of physical storage from multiple network storage devices into a single storage device?
 - a) Web services
 - b) Storage virtualization
 - c) Service-oriented Architecture
 - d) Pervasive computing

3. ----- involves analysis of accumulated data, frequently by end users.
 - a) Transaction processing
 - b) Analytical processing
 - c) Database Management
 - d) Decision Support System

4. User Datagram Protocol (UDP) is used to
 - a) Send the video streams
 - b) Send the document
 - c) Send the data
 - d) All of the above

5. Bullwhip effect is referring to
 - a) Erratic changes in orders
 - b) Reengineering process
 - c) Business process management
 - d) None of the above

6. -----is an organization composed of two or more business partners, in different locations, sharing costs and resources for the purpose of producing a product or service.
 - a) Inter organizational information system
 - b) Global Information system
 - c) Virtual corporation
 - d) Global System

7. Which information is contextual, relevant, and actionable?
 - a) Raw data
 - b) Knowledge
 - c) Virtual information
 - d) None of the above

8. Benefits of expert systems are
 - a) Increased quality
 - b) Operations in hazardous environments
 - c) Reality
 - d) All of the above

9. Misuse of the organization's resources or assets deliberately is known as
 - a) Trojan-Phisher -Robery
 - b) Occupational fraud
 - c) Virus
 - d) None of the above

10. Intelligent agents also referred to as
 - a) Face print
 - b) Hand geometry
 - c) Administrative controls
 - d) Softbots or know bots

Part- B

Answer any 6 questions not exceeding 200 words:

6 x 7 marks = 42 marks

11. Explain how IT supports people and Organizational Activities.
12. What is the difference between the conceptual, logical, and physical views of data?
13. Explain the seven types of information portals.
14. What are the supply chain challenges in business?
15. Explain the steps involved in the Expert Location Systems(ELs) with diagram.
16. Explain the five phases of six sigma methodology in reengineering process application.
17. Define Datamining. Discuss any seven Data Mining Applications
18. Describe the National and International regulation demands in IT Security.

Part- C

Question No.19 is compulsory

Answer any 3 of the remaining 5 questions:

4x12 =48

19. What do you mean by Information System and explain the types of information systems by organizational levels?
20. Discuss the concept and Benefits of SOA.
21. Define Data warehouse and explain the characteristics of Data warehouse.
22. Discuss about how to implement CRM to avoid its Failure.
23. What do you mean by ADS? Explain the applications of ADS briefly.
24. Define It security and explain the major types of IS controls.