

INDIAN MARITIME UNIVERSITY

(A Central University, Govt. of India)

Supplementary Examinations – September/October 2024

B.B.A (Logistics, Retailing and E - Commerce)

Sem III

UG31T2305

IT for Managers

Date: 11.09.2024

Time: 3 Hrs

Max Marks: 70

Pass Marks: 35

PART A

Q.No i and x (Compulsory Questions): 10 x 1 = 10 Marks

i. -----manages the daily routine transactions necessary to conduct business such as sales order entry, payroll etc.

((a) decision support system, (b) executive support system, (c) transaction processing system, (d) none of the above)

ii. ----- connects through internet the organization system with a centralized server without direct active management by the user and on-demand availability of all computer system resources, especially data storage and computing power.

((a) Wi max, (b) spoofing, (c) cloud computing, (d) none of the above)

iii. A ----- is a small software application that adds a capacity or functionality to a web browser.

((a) browser extension (b) browser (c) mashups, (d) none of the above)

iv. A group of characters into a word or a complete number (such as a person's age, name etc) is called -----

((a) field, (b) byte, (c) record, (d) file)

(v) ----- is the process of transforming unstructured text into a structured format to identify meaningful patterns and new insights.

((a) Analytics (b) type setting, (c) text mining, (d) none of the above)

vi. -----routes and manages communications on the network and coordinates network resources.

((a) network interface card, (b) hubs, (c) network operating systems, (d) none of the above)

vii. -----is a secure, encrypted private network that has been configured within a public network to take advantage of the economies of scale and management facilities of large networks, such as internet.

((a) Wi Max, (b) Shopping bots, (c) VPN, (d) none of the above)

viii. -----are bogus wireless networks that pretend to offer trustworthy Wi Fi connections to the internet, such as those in airport lounges, hotels etc

((a) identity theft, (b) keyloggers, (c) evil twins, (d) none of the above)

ix. A----- integrates multiple applications from multiple business functions, business units or business partners to deliver a seamless experience for the customer, employee, manager or business partner.

((a) push-pull based model, (b) service platform, (c) sales force (d) none of the above)

x. A -----is a working version of an information system or part of the system, but it is meant to be only a preliminary model.

((a) end user development, (b) prototype, (c) iteration, (d) none of the above)

PART B

Q.No i to v (Answer any five questions):

5 x 2 = 10 Marks

i. Briefly state how executive support systems help senior managers

ii. Do you think enterprise systems help businesses achieve operational excellence?

iii. Briefly state the current trends in computer hardware platforms?

iv. Briefly state the trends in wireless networks

v. How do supply chain management systems coordinate planning, production and logistics with suppliers?

PART - C

Q.No. i to vii.

5x10 = 50 Marks

- i. Do you think information systems transform business? Illustrate your answer
 - ii. Describe the problems of managing data resources in a traditional file environment?
 - iii. Briefly state the major issues and security threats to an information system
 - iv. Briefly state the core activities in the system development process?
 - v. what are the unique features of e-commerce?
 - vi. Illustrate the significant M-Commerce services and applications with examples?
 - vii. Narrate the trends in Information System Development
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