

**Indian Maritime University**  
**(A Central University, Govt of India)**  
**End Semester Examinations – December 2022**  
**Programme Name: BBA (LRE)**  
**Semester: III**  
**Subject Code: UG31T2305**  
**Subject Name: IT FOR MANAGERS**

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Date: 22.05.2023

Max Marks: 70

Duration: 03 Hrs

Pass Marks: 35

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General Instructions

- (i) All Sections (A, B & C) are to be attempted.
- (ii) Options, if any, are specified in respective section.

**Section A**

Ten MCQs/Fill in the Blanks of 01 Mark each – Choose the correct answer as applicable.

1. OLAP stand for
  - a. Online array promotion
  - b. Online Local Analytical Projections
  - c. Online Analytical Processing
  - d. On time Local Analytical Processing
  
2. Web server delivers \_\_\_\_\_ to users who have signed up for this service
  - a. Information
  - b. Knowledge
  - c. Data
  - d. All the above
  
3. ASP stands for
  - a. Application System Provider
  - b. Application Service Provider
  - c. Application Software Provider
  - d. None of the above
  
4. RFID stands for
  - a. Radio Frequency Identification
  - b. Re-fiddle Identification
  - c. Refill In Data

- d. None of these
5. Matrix barcode, black modules arranged in a square pattern on a white background is called as \_\_\_\_\_
- a. Barcode
  - b. SKU code
  - c. QR code
  - d. All the above
6. \_\_\_\_\_ is the on-demand availability of computer data storage.
- a. Cloud storage
  - b. External storage
  - c. Internal storage
  - d. all the above
7. SQL stands for
- a. Systematic Query Linguistics
  - b. Structured Query Language
  - c. Software Query Language
  - d. None of the above
8. \_\_\_\_\_ is an organisation that uses information technology to link people, organisation, assets and ideas.
- a. Virtual company
  - b. Functional department
  - c. Cloud computing
  - d. Networking
9. \_\_\_\_\_ is a type of knowledge which people carry in their mind, and is, therefore, difficult to access.
- a. Explicit Knowledge
  - b. Tacit Knowledge
  - c. Virtual knowledge
  - d. None of the above
10. The protection of information and its critical elements, including systems and hardware that use, store, and transmit that information is called \_\_\_\_\_
- a. Software security
  - b. Hardware security
  - c. Information security
  - d. All the above

### **Section B**

Five Questions of 02 Marks each

- 11. Define Information Technology
- 12. What is Data?

13. Explain SaaS
14. Define ERP system
15. Explain virtual corporations

### **Section C**

Seven Questions of 10 Marks each of which any 05 questions to be answered.

16. Give a detailed explanation about SAP and its applications in different functional departments of an organisation.
17. 'IT helps to run cashless economy'. Discuss
18. Elucidate Knowledge Management System. How business analytics helps an organisation in managing its performance?
19. Write a detailed description about DBMS and data warehousing.
20. What are the different types of decision support systems and explain their uses?
21. Explain Business Intelligence and the challenges involved in business intelligence.
22. Comment on the impact of IT on Society, Individuals and Organisations.

