

Indian Maritime University
(A Central University, Govt. of India)
End Semester Examinations – December 2023
Programme Name: BBA (LRE)
Semester: III
Subject Code: UG31T2305
Subject Name: IT FOR MANAGERS

Date: 06.12.2023

Max Marks: 70

Duration: 03 Hrs

Pass Marks: 35

General Instructions

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

Section A

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

1. _____ are Web-based public marketplaces where many business buyers and many sellers interact dynamically.
 - a) Electronic Exchanges
 - b) Enterprise Web
 - c) Web-based System
 - d) E-Commerce System

2. Which pool hardware resources together and assign those resources to applications as needed rather than dedicate servers to applications?
 - a) SOA -Service Oriented Architecture
 - b) Virtualization
 - c) Grid Computing
 - d) Utility Computing

3. It is a kind of data that can be collected automatically using special software from the company's Website.
 - a) Organizational Data
 - b) End User Data
 - c) External Data
 - d) Clickstream Data

4. Video streams are compressed and set as IP packets using the
 - a) Internet Protocol
 - b) Transmission Control Protocol
 - c) User Datagram Protocol
 - d) Voice Over Internet Protocol

5. Bullwhip Effect refers to
 - a) Erratic changes in orders supply
 - b) Collaboration between suppliers & buyers in the supply chain
 - c) Taking back products/packaging materials to avoid waste
 - d) One party's ability to forecast the other party's behavior

6. Applications that are intended to analyse the result of operational processing and use the results to improve CRM applications
 - a) Customer-facing applications
 - b) Customer-touching applications
 - c) Customer-centric intelligence applications
 - d) Online networking applications

7. ELS (Expert Location Systems) helps employees to
 - a) Find collaborators
 - b) Find and connect with the expertise required for a specific problem
 - c) Find and connect with the website to purchase new products
 - d) Find databases to store information

8. Experts Knowledge has been transferred to users with the help of
 - a) Embedded expert system
 - b) Intelligent Agent
 - c) Inference Engine
 - d) Knowledge base

9. Data tampering means
 - a) Worm can spread itself without any human intervention
 - b) Modify a computer programme, either directly or indirectly
 - c) Misuse of the organization's resources or assets
 - d) Entering false, fabricated, or fraudulent data into the computer or changing/deleting existing data

10. Two-factor authentication also called
 - a) Rogue access point
 - b) Multifactor authentication
 - c) Rogue authentication
 - d) Physical authentication

Section B

Five Questions of 02 Marks each

11. What do you mean by Virtualization and list its types.
12. List any 4 characteristics of a Data warehouse.
13. What do you mean by the bullwhip effect?
14. Define Intelligent Agent and give some examples.
15. Compare unintentional threats and intentional threats

Section C

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

16. How does IT support Supply chain and Enterprise Systems?
17. Discuss the advantages and Capabilities of a DBMS.
18. What do you mean by Portal? Discuss the seven types of portals briefly.
19. Define BPM? Explain the Reengineering principles of BPM.
20. Briefly discuss DSS and its types.
21. How do you prevent and detect internal fraud in an organization?
22. Discuss Business continuity and disaster recovery planning.