

INDIAN MARITIME UNIVERSITY
(A Central University, Govt. of India)
End Semester Examinations – June-July 2019
Semester III
B.B.A (Logistics, Retailing and E-Commerce)
INFORMATION TECHNOLOGY FOR MANAGERS
(UG31T1305)

Date: 20-06-2019

Max Marks: 100

Time: 3 Hrs

Pass Marks: 50

PART – A

(Answer all the Questions)

10 x 1 = 10

1. Which system supports the monitoring, collection, storage, processing and dissemination of the organizations basic business transactions
 - a) Transaction Processing System (TPS)
 - b) Personal Information Management (PIM)
 - c) Management Information System (MIS)
 - d) None of the above

2. _____ is a enterprise model in which computing resources are made available to the user when the resources are needed ?
 - a) Infrastructure as a service
 - b) Platform as a service
 - c) Software as a service
 - d) All of the above

3. Which is a small warehouse designed for a strategic business unit (SBU) or department
 - a) Data base
 - b) Data mart
 - c) Data Warehouse
 - d) DBMS

4. Information portal is a
 - a) Web base software
 - b) Web based system
 - c) Web based gateway
 - d) None of the above

5. The bullwhip effect refers to
 - a) Erratic changes in (orders) supply chain

- b) Changes in CRM
 - c) Both a and b
 - d) None of the above
6. Major Inter organization Information system (IOS) technologies are
- a) Electronic data interchange (EDI)
 - b) Extranets
 - c) XML and Web services
 - d) All of these
7. _____ is the application of data mining techniques to discover actionable and meaningful patterns profile and trends from Web resources
- a) Web
 - b) Web mining
 - c) Predictive analytics
 - d) Hyper active
8. Symbolic processing of knowledge is a
- a) AI software
 - b) Cloud software
 - c) System software
 - d) None of the above
9. The Robery malicious software is an example of
- a) Banking Trojan
 - b) Virus
 - c) Cracker
 - d) Warm
10. The search discovery and recovery of e-evidence is referred to as
- a. Computer fraud
 - b. Disaster avoidance
 - c. Computer forensics
 - d. Fraud symptoms

PART – B

(Answer any six out of eight)

6 x 7= 42

- 11. Discuss the information systems infrastructure and Architecture.
- 12. Explain the seven types of information portals.
- 13. What do you mean by Virtual Corporation? How it works? Explain with example.
- 14. Discuss the capabilities of ERP.

15. Define DSS and explain its components(sub systems).
16. Define data mining and describe its major characteristics.
17. Define Biometric controls. And explain the most common biometrics briefly.
18. List and describe internal control procedures and activities.

PART – C

(Question No.19 is compulsory and answer any three questions from the remaining) 4 x 12 = 48

19. Briefly discuss the database management systems.
20. What do you mean by Service-oriented architecture? Explain its concepts and its benefits.
21. What do you mean by CRM? Explain classification CRM applications.
22. Discuss business analytics and distinguish between decision support and information and knowledge discovery.
23. Discuss the steps involved in the IT security and internal control model.
24. Discuss the Business continuity and disaster recovery planning.
