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**Presidency University**

**Bengaluru**

**School of Management**

**Summer-Term Examination - August 2024**

**Date**: 05.08.2024

**Time**: 1:00 PM –4:00 PM

**Max Marks**: 100

**Weightage**: 50%

**Semester**: II

**Course Code**: MBA1018

**Course Name**: Technology Foundations for Business

**Department:** SOM

**Instructions:**

1. *Read the all questions carefully and answer accordingly.*
2. *Do not write any information on the question paper other than roll number.*
3. *Question paper consists of 3 parts.*

**PART A**

**Answer any 10 Questions. Each question carries 3 marks. (10Qx 3M= 30)**

1. Explain at least 3 technology used by delivery apps like Swiggy or Blinkit.
2. Describe the usage of Open-Source Software in Web Applications.
3. Explain URL, WWW and IP address and how are they used in digital applications.
4. List the different components of information technology.
5. Describe Information Technology, name the year and University which framed the phrase “Information Technology”.
6. List the purpose of Software Methodology in Software Project.
7. Explain DSS and the various types.
8. Explain Tacit and Explicit Knowledge.
9. How does a database help a Technology Company.
10. List the features of Presidency University website.
11. In you understanding, list the top 3 features of CAMU application.
12. What are the challenges faced by a Software Project.

**PART B**

**Answer any 4 Questions. Each question carries 10 marks. (4Qx 10M= 40)**

1. In detail explain the various stages of SDLC software Development Lifecycle. Also briefly state the difference between Waterfall and Agile Methodology.
2. Write how technologies like Drones, 3D Printing, Artificial Intelligence are changing businesses.
3. Write how technologies like IoT, Blockchain, Robotics are changing businesses.
4. How is Data stored in Database. Explain E-R relationship with a Diagram.
5. Explain the role of Information Technology (IT) in modern businesses and discuss how IT is transforming traditional business practices. Provide examples of specific technologies that have had a significant impact.
6. An information system (IS) is a formal, sociotechnical, organizational system designed to collect, process, store, and distribute information. From a sociotechnical perspective, information systems are composed by four components: task, people, structure (or roles), and technology. Explain the different information systems, and business processes?

**PART C**

**Answer the following Questions. (2Qx 15M= 30)**

1. Explain any 5 of the following:
2. ERP
3. BPM
4. CRM
5. MIS
6. DSS
7. TPS
8. Information System & Information Technology
9. Technology and strategic planning are key to unlocking the full potential of India's MSME sector and ensuring its enduring success in the global economy. New technologies have made it easier to innovate. This makes it necessary to ensure that you keep up with the trends and regularly upgrade your products to improve sales in the digital space. You want something that will help you stand out; for that- innovation is key. Technologies like AI/ML, IoT, Data Intelligence can immensely enhance small businesses, which give customers a quality experience and can help in creating an informative online presence.

Explain what is required to implement IT Technologies and IT Systems. Explain any 3 different Information Systems with relevant examples.