Presidency University, Bengaluru
School of Management

Comprehensive Examination

I Semester 2015-2016	**IT for Managers**	**MBAA113**
		(Closed Book)
Max Marks: 80 marks		**Max Time 3hours**
Weightage: 40%		**08 January 2016**

Instructions to Candidates:
Write legibly, briefly and summarize/highlight the main points

Part A	**2 X 10=20**

Answer all questions

1. Explain Virtual Memory

2. Define User Interface

3. What is Business Improvement Processes

4. Explain Moore's law

5. What is Non-volatile Memory

6. MIS professionals draw on their knowledge of both business and technology, getting people the information they need to do their jobs better/faster/smarter. Give suitable examples

7. Assuming no error in the following PHP code, what will get printed in the browser window.

```
$var = 8;
echo "Value is ".gettype($var).".<br/>\n";
```

8. What is your favourite software application? What tasks does it help you accomplish?

9. What makes a competitive advantage sustainable?

10. Even though MIS has many benefits, it has its limitations. Mention some of the limitations of MIS.

Part B   5 X 8=40

Answer all questions

1. Convert the following number from decimal to binary. Convert this binary number to decimal and verify your answer.
$(1023)_{10} = (???)_2$

2. Names, quantities, and dollar amounts recorded on sales forms represent data about sales transactions. However, a sales manager may not regard these as information. Mention the reason for this statement.

3. Differentiate between operation support systems and management support systems. Describe one from each category.

4. What processor, memory, magnetic disk storage would you require for a personal computer that you would use for business purposes? Explain your choices.

5. Describe the characteristics of information quality.

6. "Radio Frequency IDentification(RFID) presents the potential for enormous efficiencies and cost savings. It also presents significant challenges to privacy and security. Until these issues are worked through, much controversy will continue to surround RFID technologies." With respect to this statement, provide examples for advantages and disadvantages of RFID.

7. Following are the business examples of the basic activities of information systems. Identify them.
 (i) Optical scanning of bar-coded tags on merchandise.
(ii) Calculating employee pay, taxes, and other payroll deductions.
(iii) Producing reports and displays about sales performance.
(iv) Maintaining records on customers, employees, and products.
(v) Generating audible signals to indicate proper entry of sales data.

8. The Retail chain Information System
Briefly explain the equivalents for the following:
a) Input
b) Processing
c) Output
d) Control
e) Feedback

Part C   2 X10 =20

Answer any two of the following

1.The Xylo trading company sells six kinds of confectionary items to different cities in India. The sales team does the direct sales to its distributors and retailers. Sales people update the data at the central office at the end of every working day using excel sheets.
The key problem faced by the central office is to consolidate the data received from various sales persons and generate the daily transition reports.
Suggest an information systems solution(with respect to Components, Activities, and Types of Information System) that would solve the problem.

2. Wikipedia Faces Down Encyclopedia Britannica

Encyclopedia Britannica faces challenges by a nonprofit competitor that provides its services without charge or advertising, wikipedia.org. Wikipedia depends on volunteers to create and edit original content under the condition that contributors provide their work without copyright.

Wikipedia provides its users both editing and monitoring tools, which allows users to self-police. Wikipedia also uses voluntary administrators who block vandals, temporarily protect articles, and manage arbitration processes when disputes arise.

a. How does the Wikimedia Foundation meet the criteria for an agile company?

b. How does the Wikimedia Foundation meet the criteria for a virtual company?

c. How would you recommend that Encyclopedia Britannica adapt to this new threat?

3.a) As businesses are encountering frequent harsh economic conditions, concepts such as outsourcing, agile management, and cost reduction are constantly gaining more attention. This is because these concepts are all aimed at saving on budgets and facing unexpected changes. Latest technologies like cloud computing promise to turn IT, that has always been viewed as a cost Centre, into a source of saving money and driving flexibility and agility to the business. Take any example of banking organisation and describe the agility benefits added to information systems by cloud computing.

b) Information technology (IT) is regarded as a facilitator for both small and large firms to speed up transactions between firms and their suppliers and customers, achieve real-time communication, lower transaction costs, and enhance speed and flexibility. Explain, with respect to the competing strategies, how IT contributes to fast growth SME performance through the development of IT capability.

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I Semester 2015-2016

Test2

Course: IT For Managers
MBA A 113
(Closed Book)
28 December 2015

Max Marks: 50   Max Time 50 Min   Weightage: 25%

Part A

5 X 2 = 10

1. Convert the following number from decimal to binary.And verify your answer by converting this binary number to decimal.

$(255)_{10} = (???)_2$

2. Differentiate between Direct and Sequential access.

3. Why do we need a language translator?

4. Differentiate between Micro-Computers and Super Computers.

5. Describe open source software

Part B

4 X 5 = 20

1. Differentiate between primary and secondary storage, with respect to cost, storage capacity and access speed.

2. Differentiate between Information Technology and Information System.

3. What is the use of an operating system? Why can a user not just computer without an operating system?

4. Cloud computing is becoming an integral part of any business organisation. Describe cloud computing and its advantages

Part C

2 X10= 20

1. What are several trends that are occurring in computer peripheral devices? How do these trends affect business use of computers?

2. What are the advantages of a database management approach compared to the file processing approach? Give examples to illustrate your answers.

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I Semester 2015-2016   Test 1   Course: **MBA A 113 IT for Managers**
                                                    (Closed Book)

Max Marks: 45   Max Time: 50 Min   Weightage: 15 %   05 October 2015

Instructions to Candidates
1. Write legibly, briefly and summarize. Highlight main points
2. Attempt all questions serially, in the order of question paper
3. Assume suitable data wherever necessary and justify the same.
4. Draw suitable diagrams if applicable

Ques 1: Answer the following in short   **(2Q x 5M = 10M)**

1. Describe types of IT systems being used in the real world. Give suitable examples.
2. In today's times, agility is very important for any business. Describe how IT system benefits any business become agile. Give suitable examples.

Ques 2: Answer the following   **(2Q x10 M=20M)**

1. Describe how Information Systems supports the decision making by employees and managers.
2. Contrast re-engineering vs. improving business practices (With respect to IT system). Give real life examples.

Ques 3 For any business there is always a risk of data loss. Common end-user mistakes are

   (i) Failure to save work in progress frequently

   (ii)   Failure to make a backup copy

   (iii)   Failure to store original and backup copies in different locations

For each of the above, answer the following questions:

(a)How might this mistake result in data loss?

(b)What procedures could you follow to prevent this risk?   **(15 M)**