



MBA.IB.I/11.1021

**MBA (INTERNATIONAL BUSINESS) DEGREE I SEMESTER
EXAMINATION NOVEMBER 2011**

SMS

SMS 2107 INFORMATION TECHNOLOGY FOR MANAGERS

Time: 3 Hours

Maximum Marks: 50

- I. A. (a) Explain briefly the generation of computers. (7)
(b) Write a short note on Branching and Looping Algorithms. (3)
OR
B. Explain the salient features of DOS, Windows and UNIX. (10)
- II. A. Explain with suitable illustrations the concept of EFT and EDI. (10)
OR
B. (a) Enumerate the salient features of LAN, WAN and MAN. (6)
(b) Distinguish between E-commerce and M-commerce. (4)
- III. A. (a) Explain the concept of Data Base Management Systems (DBMS). (4)
(b) Explain RDBMS and point out its relative superiority over other types of file management systems. (6)
OR
B. (a) Explain briefly the phases in Software System Life Cycle. (6)
(b) Write short notes on:
(i) Knowledge Based Systems
(ii) DSS (4)
- IV. A. Explain the application of information systems in business and their advantages. (10)
OR
B. Write short notes on:
(i) SCM
(ii) CRM
(iii) BPR
(iv) ERP (10)
- V. A. Explain the strategic role of IT in today's business and industry. (10)
OR
B. Explain the implementation and transition problems of computerization. (10)
