

MBA Degree (FT/PT) I/III Semester End Semester Examination- February, 2022
21-371-0108/20-372-0304: IT for Business and Management
(Regular)

Time: 3 Hours

Max. Marks: 50

PART A

(Answer ALL questions. Each question carries 2 marks)

1. What is Data Mining?
2. Elucidate how Ethical Hacking can be justified.
3. What is Big Data and why is it important?
4. What is Data Visualization? Give examples of Data Visualization Techniques
5. What purpose does an Integrated Information Management system serve?

(5X2=10)

PART B

(Answer ANY FIVE Questions. Each question carries 4 marks)

6. Mention Trends in global business environment that has made information systems so important. Explain the aspects of Information Technology adoption in Business and Management
7. What did you observe the Changing Role of Managers in the Light of Technology and Digitization
8. Assert how Digital Disruption can be beneficial and needed for a business
9. What is Cloud Computing? Explain briefly different types of cloud offerings.
10. Distinctly explain the different stages of SDLC.
11. How would you demonstrate the applications of Big Data in Business and Management with examples?
12. What are the major challenges faced by industries in moving towards Industry 4.0 adoption?

(5X4=20)

PART C

(Answer ANY TWO questions. Each question carries 10 marks)

13. Briefly discuss the recent trends in IT and its impact on industries and an organization's competitive environment
14. What purpose does an integrated information management system serve? Organizations may rely on both ERP and CRM systems. Illustrate the significance of each with suitable examples. What are the benefits of business process reengineering?
15. Explain the strategic role of information systems? Illustrate with examples. What are Organizational levels and information requirements at each level? Explain with the Pyramid Diagram.

(2x10=20)