



**MBA (TRAVEL AND TOURISM) DEGREE II SEMESTER EXAMINATION
MAY 2014**

**SMT 2208 INFORMATION TECHNOLOGY FOR MANAGERS
(Regular & Supplementary)**

Time: 3 Hours

Maximum Marks: 50

PART A

(Answer *ALL* questions)

(5 x 2 = 10)

1. What are the important building blocks of an information system?
2. What are the different types of information required in an organisation?
3. List the different phases in system development model.
4. What are the important components of an expert system?
5. What is ERP? What are its important components?

PART B

(Answer *ANY FIVE* questions)

(5 x 4 = 20)

6. Explain the characteristics and capabilities of an office automation system.
7. What are the objectives of feasibility study phase of SDLC and explain the important activities carried out during this phase.
8. What is bluetooth? Explain how it is used in information systems?
9. Explain the importance of business process re-engineering.
10. Discuss the influence of IS on the structure and managerial activities of an organisation.
11. Explain the important network topologies and networking technologies used in information systems.
12. What are the important design tools used in system analysis and design.

PART C

(Answer *ANY TWO* questions)

(2 x 10 = 20)

13. Explain the role of IS in customer relation management.
14. Illustrate with a typical example how information systems can give business competitive advantages?
15. What are the different DBMS models? Compare their merits and demerits.