MBA Degree (PT) III Semester University End Semester Examination- November, 2023
21-372-0304: IT for Business and Management
(Regular and Supplementary)

Time: 3 Hours

Max. Marks: 50

Course Outcomes: On completion of the course, the student will be able to:-

CO1	Recall concepts and applications of various Digital Technologies along with concepts of Information systems, Computer networks etc. Applications of IT in Business and Management. Various IT terminologies.
CO2	To understand the importance of IT in providing solutions to modern business problems; To enhance personal productivity through Information technology tools; To understand the importance of information systems in managing an organization; to understand the basic theories, concepts, methods, and terminology used in information systems and in the field of IT
CO3	To help students identify processes in an organization and convert it into a system. To familiarize the participants with the technologies and methods used for effective decision making in an organization. To help develop a conceptual framework of information systems from implementation to control. Ways to apply Information Technology to gain competitive advantage in business. To apply computer resources for use in business and academics.
CO4	Analyse and select applications and IT systems to create an optimal user environment. Use and apply current technical concepts and practices in the core information technologies of networking, data management, software engineering, computer security. To identify and analyse user needs and take them into account in the selection, creation, evaluation, administration and management of computer-based systems.
CO5	To perform non-trivial analysis of management problems via various technologies. To create awareness and interest to explore the growing potential of IT in business. To learn office applications creating professional documents and executive presentations. Effectively integrate IT-based solutions into the user environment. Develop and implement optimal solutions to complex computing problems using industry-recognized best practices and standards. Apply ethical decision making in the development, implementation, and management of IT systems
CO6	To create business students with the knowledge, skills, and abilities to manage information technology systems effectively for various business and Management applications; Able to design, develop and implement information systems; To create information systems in strategic and tactical decision making in business and Management.

BL – Bloom's Taxonomy: *(L1- Remember, L2 - Understand, L3 – Apply, L4-Analyse, L5-Evaluate, L6-Create)*

PART A
(Answer ALL questions. Each question carries 2 marks)

Q. Nos.	Questions	Marks	BL	CO
1	What is the importance of Information Systems in an organization?	2	1	1
2	Explain the adoption of General Purpose Technologies can influence strategic decision-making in a business.	2	2	4
3	Discuss a practical applications of AI and Machine Learning in business.	2	1	5

		Marks	BL	CO
4	How does agile methodologies differ from traditional methods in terms of team structure?	2	2	2
5	Explain the operation of VLOOKUP in Microsoft excel.	2	2	1

(5X2=10 marks)

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

Q. Nos.	Questions	Marks	BL	CO
6	Distinctly explain the different stages of SDLC.	4	2	4
7	Examine the primary challenges encountered by industries when transitioning towards the adoption of Industry 5.0	4	4	6
8	Explain MoSCoW Analysis with examples	4	3	3
9	Identify and describe three distinct categories of information systems, Provide examples of each category and elucidate how these systems contribute to organizational processes and decision-making.	4	4	4
10	Elaborate the potential applications and benefits of implementing and information system-based solution in your university	4	5	5
11	In your response, discuss how the Waterfall Model's approach contrasts with more iterative and flexible methodologies and its suitability for different types of projects.	4	5	4
12	Explain the difference between star and tree network topology	4	2	1

(5X4=20 marks)

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

Q. Nos.	Questions	Marks	BL	CO
13	Explore the key utilization of the incremental model and outline the differences between the incremental model and the spiral model.	10	5	3
14	Briefly describe any five statistical and mathematical function in MS Excel with examples	10	5	4
15	How has the role of managers evolved in response to technological advancements and digitization? Discuss key observations regarding the changing responsibilities and skills required for managers in this digital era with examples	10	6	5

(2x10=20 marks)

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