

2M6206

Roll No. : _____

Total Printed Pages : **3****2M6206**

M.B.A (Sem. - II) (Main & Back) Examination, June/July-2011
M-206 Information Technology in Management

Time : 3 Hours]

[Total Marks : 70

[Min. Passing Marks : 28

The question paper is divided in two sections. There are sections A and B. Section A contains 6 questions out of which the candidate is required to attempt any 4 questions. Section B contains short case study/application base 1 question which is compulsory. All question are carrying equal marks.

Use of following supporting material is permitted during examination.
 (Mentioned in form No. 205)

1. _____ Nil _____

2. _____ Nil _____

SECTION - A

- 1 Describe the Classification of Information. Also explain the meaning of system Decomposition.
- 2 Discuss the role of MIS in management. Decision making. Elucidate selective applications in the following decision making area.
 - (i) Marketing and sales
 - (ii) Logistics
- 3 Explain with suitable examples, how IT. can elevate a customer to the position of great importance ? Also critically evaluate the potential of E-commerce in India.



- 4 Write short notes on :
- (a) Enterprise Resource Planning
 - (b) Neural Networks
 - (c) Executive Support System
 - (d) Different web browsers.
- 5 Differentiate following with suitable examples :
- (a) Computer worms and computer virus
 - (b) Decision support system and computer based information system.
 - (c) Wide Area Network and Local Area Network.
 - (d) INTERNET and World Wide Web.
- 6 Elucidate with examples, the various security threats that an organization faces. Explain how they can be prevented ?

SECTION - B

7 CASE STUDY

Read the case carefully and answers the questions that follow the case study.

ABC Pharma Pvt Limited, manufactures and sells various medicines and other pharma related drugs.

The company has its head-quarter in Surat (Gujarat) and regional head quarters in all the states of India. ABC produces more than 500 types of medicines though its speciality is in cardio-vascular division.

These medicines are sold by two channels; viz

- (a) Medical representatives
- (b) Direct sales

In typical transactions, these highly trained medical representatives (MR) visit the concerned doctors asking them to prescribe the medicines and then visit medical stores to procure the sales order. In every evening, a M.R. confirms the sales order to sales department using his personal Laptop.



These orders are mostly complex, since they involve various free samples, doctors, requirements and many other procedures.

At the end of the day, each M.R. links his PC to the company's main data base. Order details are transferred to the main computer while updated stock balances are downloaded and are ready for the next day.

Inspite of the facts that M.Rs and information may not be current, stock outs are infrequent every evening, after all the M.Rs have fed data the main computer, the information is analyzed production schedules are produced and the company's MIS is updated. Each MR logs on again in the morning and downloads a copy of updated MIS and further instructions.

Questions

- (a) Explain how ABC Limited can ensure that only genuine M.R. have access to the main computer.
 - (b) How ABC Limited can check that the data is completely and accurately transferred between M.Rs computers and the main computer.
 - (c) Indicate the various output reports that would be expected from the MIS to assist the executives in Decision making.
 - (d) What process could ABC Limited use to include daily order data or daily sales report (DSR) within ABC's MIS ?
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