Code: 14E00107

MBA I Semester Supplementary Examinations June/July 2018
INFORMATION TECHNOLOGY FOR MANAGERS
(For students admitted in 2014, 2015 & 2016 only)

Time: 3 hours   Max. Marks: 60

SECTION – A
(Answer the following: (05 X 10 = 50 Marks)

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1   Illustrate AND, OR, EXCLUSIVE – OR & EXCLUSIVE – NOR gates with the truth table.

OR

2   Name and explain any two input and output devices of a computer.

3   Define an operating system. Discuss about batch processing & real time systems.

OR

4   Explain any two types of data models in detail.

5   Assume that you are working as a marketing manager of Ford Motors. You have to invite 20 sales managers for a meeting on 18th February 2018 at your office. Explain the procedure of Mail Merge for the above situation.

OR

6   Draw and explain any two types of graphs in MS-Excel. Assume your own data and write the procedure in Excel to draw the graph.

7   Critically examine the applications of Internet, Intranet & Extranet with examples.

OR

8   Draw and describe the types of data communication networks.

9   With a neat diagram, explain decision making process as applicable to marketing management.

OR

10   Analyze the security issues and the engineering trends in information technology.

SECTION – B
(Compulsory question, 01 X 10 = 10 Marks)

11   **Case Study:**

When the joint ventures between Titan and Timex came to an abrupt end after six long years of a strong relationship, all infrastructures that were created became non-functional. As a result, Timex had no distribution channels, no point of sale systems and even no databases in place to sustain business in the Indian continent. For the CIO of the Timex, it was a challenging task of setting the priority right and creates a strong IT infrastructure to receive the business. The parent company in the US was using Oracle based ERP system to manage all its business transactions, so the Indian counterpart decided to build the system around the same solution. CIO set the first priority to create a strong network of POS, as the distribution was not much at that point of times. At the subsequent stage, the IT department decided to create inventory, billing and order management systems.

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Various technological solutions were evaluated and tested to transfer the pos data back to the company's main data server for intelligent data processing. The watch industry is quite dynamic in nature as the styles, textures, and trends keep changing very fast. In order to keep analyzing the buying patterns and demand analysis, the company needs the complete POS data on real time basis for data analytics. To achieve this, the company decided to implement power builder software to connect its POS terminals with the central databases. The proposed system was email based batch processing system, which will send e-mail to the data centre at the end of the day. All e-mail received from various vendors are validated and uploaded into the Oracle ERP for managers to view and analyze. The biggest challenge of implementing this system was to cut implementation and running costs as they had limited funds available for too many technological developments.

Questions:
(a) What was the strategy followed by CIO of Timex?
(b) Why Timex concentrated on developing POS network?

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