PG – 989

II Semester M.B.A. Degree Examination, June/July 2015
(CBCS Scheme)
2.1 : TECHNOLOGY FOR MANAGEMENT

Time : 3 Hours   Max. Marks : 70

SECTION – A

Answer **any five** questions. **Each** question carries **five** marks. Answer to **each** question should **not** exceed **250** words.   (5×5=25)

1. What is meant by cross functional information systems ? Illustrate and explain the following information systems : CRM and SCM.

2. What is meant by the value chain in business ? Explain the usefulness of information systems in the value chain.

3. Can information technology bring organisational changes to business ? Discuss the types of information technology used for bringing about the changes.

4. What is meant by DSS ? How is it useful in business ?

5. What are knowledge management systems ? How are KMS useful in business organisations ?

6. What are DBMS ? Illustrate and explain in detail.

7. Discuss the important models of E-commerce. What are the issues in implementing E-commerce applications ?

SECTION – B

Answer **any three** questions. **Each** question carries **ten** marks. Answer to **each** question should **not** exceed **500** words.   (3×10=30)

8. Illustrate and explain the different types of information systems. Discuss how these systems are useful in different functions of business.

9. What are the ethical and social challenges of information technology ? Discuss also the security threats from information technology to a business organisation.

10. What is meant by SDLC ? Illustrate and explain its phases in detail. You may use business applications as examples.

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11. a) How does an ERP system support different business applications ?

    b) How are information systems useful in services ? You may use examples of different service sectors.

12. Case Study (**Compulsory**) :   (1×15=15)

Jumbo company is into FMCG sector and has branches in three states of South India. Their distribution network comprises of authorized branches – Franchises and Re-sellers. They have computerized with a centralized data management system. With competition growing by day, it is the experience of the customers with company's products and services that matters most and that determines the company's future. Gone are the days where one looks constantly for new customers ignoring the existing ones. It is imperative for the companies to keep the existing customers continuously engaged, serve to their satisfaction and generate more business through them and through their referrals.

Based on a survey they were able to get the below statistics that highlights the importance of positive customer experience and retention :

- Price is not the main reason for customer churn; it is actually due to the overall poor quality of customer service.
- A customer is 4 times more likely to defect to a competitor if the problem is service related than price or product related.
- The probability of selling to an existing customer is 60-70%. The probability of selling to a new prospect is 5-20%.
- For every customer complaint there are 26 other unhappy customers who have remained silent.
- A dissatisfied customer will tell between 9-15 people about their experience. Around 13% of dissatisfied customers tell more than 20 people.
- Happy customers who get their issue resolved tell about 4-6 people about their experience.
- It costs 5-6 times more to acquire a new customer than retain an existing one.

Questions :

a) Suggest how implementing e-CRM can help in understanding the needs and expectations of customers.

b) How can the distribution network yield business benefits through e-CRM ?

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