

Code: 14E00107

MBA I Semester Supplementary Examinations December/January 2017/2018

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))

- 1 What are called Mass Storage devices? Explain any two of them with diagrams.

OR

- 2 Mention the types of number systems. Elaborate on Octal and Hexadecimal number system.

- 3 Distinguish between Application Software & System Software. Give examples for both of them.

OR

- 4 Critically examine the role of a database administrator in an organization.

- 5 What are the various options available in MS-Excel? Explain any four options of your choice with examples.

OR

- 6 Discuss the applications of power point in a business. How do you create effective power point presentations?

- 7 How does internet work? Explain the uses of internet for business applications.

OR

- 8 Define data communication. Explain star, bus and ring topology in networks.

- 9 Critically examine the functional information system as applicable to marketing management and human resources management.

OR

- 10 What is a Malicious code? Narrate the security issues in today's internet world.

SECTION – B

(Compulsory question, 01 X 10 = 10 Marks)

11 Case Study:

The Indian Farmers Fertilizer Cooperative (IFFCO) is the world's largest fertilizer cooperative and the largest producer of chemical fertilizers in India. Established in 1967 as a collective initiative of the farmers of the country, IFFCO today boasts of annual sales of over Rs 9,700 crore and markets its products through more than 37,300 Cooperative Societies and 165 Farmers' Service Centers across India. Over the years, as IFFCO emerged as the largest producer of fertilizers in the country, the scale and spread of its operations demanded best-of-breed interconnectivity between plants and offices for efficient sharing of data. In 2001, IFFCO initiated a complete network upgrade to meet several strategic objectives and engaged Cisco for the purpose. Informs SC Mittal, senior general manager, IFFCO, "Spurred by the rapid increase in business volume, IFFCO was keen to revamp its IT infrastructure and put in place a unified network that would facilitate information sharing among various cooperative members."

Contd. in page 2

Code: 14E00107

Another objective was to build a foundation for future IP service and to prepare for the convergence of data and voice over a common network backbone. A third objective was to accommodate growth, enabling IFFCO to connect a growing base of cooperative offices across India, while assuring high application performance for a wide range of application traffic. The WAN architecture deployed by Cisco encompassed 80 locations, including IFFCO's Kandla plant and some regional and area offices. The network runs on point-to-point leased links and MPLS VPN links, and is powered by the Integrated Service Routers (ISR) and the Catalyst range of multi-layer switches- 6500 Series, 4500 Series and 2950 Series. The Cisco Catalyst LAN switches at the access layer extend control from the network core to the edge, with intelligent network services, including advanced Quality of Services (QoS), scalable performance, comprehensive security and manageability. As part of the end-to-end IP architecture, Cisco installed 200 hard phones and the VT advantage communication solution at some locations for providing the video telephony functionality to Unified IP phones. In addition, Cisco deployed wireless access points, the PIX series of dedicated firewall appliances and the Intrusion Prevention System (IPS) for securing the network. With this interconnectivity, IFFCO offices and plants can now efficiently exchange production information and report results online. The network also supports ERP-like applications and mail messaging that enhances the organization's productivity.

The network has facilitated the deployment of centralized applications, the consolidation of data and resources, assets monitoring, virus management, version control, standardization of business processes, production and sales performance monitoring and faster policy communication etc. Eighty locations of IFFCO are now interconnected over WAN.

Questions:

- (a) One of the key problem areas identified by IFFCO IT team was integration of information resources. How did they overcome this problem?
- (b) What are the perceived benefits of the proposed solution?
