

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA-SEMESTER-I-EXAMINATION- SUMMER-2024**

**Subject Code: 2519307****Date: 13/06/2024****Subject Name: Information Technology and Global Business****Time: 02:30 PM TO 05:30 PM****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.
4. Use of simple calculators and non-programmable scientific calculators are permitted

<b>Q. No.</b>	<b>Question Text and Description</b>	<b>Marks</b>
<b>Q.1</b>	Definitions / terms / explanations / short questions based on concepts of theory/practical (a) Cooptation (b) Scope Creep (c) Need of DSS (d) Recurring & Non-recurring information (e) Data warehousing (f) Inventory Velocity (g) Portals and Exchanges	<b>14</b>
<b>Q.2</b>	(a) Discuss the three dimensions of the information system. Explain how these dimensions of information systems are so important for business today.	<b>07</b>
	(b) Discuss Strategic business objectives of Information Systems with suitable examples.	<b>07</b>
<b>OR</b>		
	(b) Elaborate on the characteristics of quality information. Explain various types of Information	<b>07</b>
<b>Q.3</b>	(a) Discuss International Information Systems Architecture with suitable example	<b>07</b>
	(b) What is an Enterprise Resource Planning system? Explain the features of ERP in detail.	<b>07</b>
<b>OR</b>		
<b>Q.3</b>	(a) Marketing information system provides information technologies that support major components of the marketing function. Internet websites and services make an interactive marketing process possible where customer can become partners in creating marketing, purchasing and improving products and services. Sales force automation system use mobile computing and internet technologies to automate many information processing activities for sales support and management. In this context how do you think sales force automation affects sales persons productivity, marketing management and competitive advantages)	<b>07</b>
	(b) What do you understand by transaction processing system? Explain the features of a transaction processing system.	<b>07</b>

- Q.4 (a)** The Atlanta Police Department (APD) uses CATCH (computer assisted tracking of criminal histories) a DSS generator for investigating homicide, rape and aggravated assault cases. The system helps investigators to find and link common criminal patterns such as geographical and temporal patterns, by searching a database that contains records of past and criminal cases. CATCH also lightens the managerial and administrative burdens of supervisors by facilitating case assignments, tracking cases and ensuring that all the reporting requirements of the government are met. The use of CATCH is voluntary; this fact has been cited as one of the reasons for high user involvement in the development and implementation of the system. **07**
- What are the features of CATCH that makes it a decision support system?
- (b)** Discuss various types of CRM with suitable example. **07**

**OR**

- Q.4 (a)** E-commerce platforms are collection of various systems. Discuss **07**
- (b)** Discuss Push and Pull model in brief and impact of Primary Sources of Problems Along the Supply Chain. **07**

**Q.5** A waiter takes an order at a table and then enters it online via one of the six terminals located in the restaurant dining room. The order is routed to a printer in the appropriate preparation area: the cold item printer if it is a salad, the hot-item printer if it is a hot sandwich or the bar printer if it is a drink. A customer's meal check-listing (bill) the items ordered and the respective prices are automatically generated. This ordering system eliminates the old three-carbon-copy guest check system as well as any problems caused by a waiter's handwriting. When the kitchen runs out of a food item, the cooks send out an 'out of stock' message, which will be displayed on the dining room terminals when waiters try to order that item. This gives the waiters faster feedback, enabling them to give better service to the customers. Other system features aid management in the planning and control of their restaurant business. The system provides up-to-the-minute information on the food items ordered and breaks out percentages showing sales of each item versus total sales. This helps management plan menus according to customer's tastes. The system also compares the weekly sales total versus food costs, allowing planning for tighter cost controls. In addition, whenever an order is voided, the void are keyed in. this may help later in management decisions, especially if the voids consistently related to food or service. Acceptance of the system by the users is exceptionally high since the waiters and waitresses were involved in the selection and design process. All potential users were asked to give their impressions and ideas about the various systems available before one was chosen.

- (a)** In the light of the system, describe the decisions to be made in the area of strategic planning, managerial control and operational control? What information would you require to make such decisions **07**
- (b)** What would make the system a more complete MIS rather than just doing transaction processing? **07**

**OR**

- Q.5 (a)** Explain the probable effects that making the system more formal would have on the customers and the management. **07**
- (b)** Do you think Company needs to work more on CRM system? Suggest how they can improve. **07**

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