

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA– SEMESTER –I-EXAMINATION – WINTER-2023

Subject Code:1519606**Date: 19-01-2024****Subject Name: Information Technology Management****Time:10:30 AM TO 01:30 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.

Q. No.	Question Text and Description	Marks
Q.1	Definitions / terms / explanations / short questions based on concepts of theory/practical (a) Packet Switching (b) Client (c) Expert System (d) IOT (e) Machine Learning (f) Spyware (g) Worm	14
Q.2	(a) What is information system? What are their managerial, technological and organizational dimensions?	07
	(b) Using Value Chain model describe how business can use Information System to apply competitive strategies.	07
	OR	
	(b) Define Executive Support System. Explain how does it work and how it is useful in corporate world.	07
Q.3	(a) List two ways in which the OSI reference model and the TCP / IP reference model are the same. Now list two ways in which they differ	07
	(b) Explain different types of Network in detail.	07
	OR	
Q.3	(a) Analyze the importance of E-Governance and also explain the challenges faced by the organizations.	07
	(b) Explain CRM system of any Bank / Educational Institute / Retail Business / Hotel (Choose any one)	07
Q.4	(a) Explain different types of security measures that a company need to adopt to keep its transaction secure	07
	(b) Supply Chain Management is less about managing the physical movement of goods and more about managing information. Discuss the implications of this statement	07
	OR	
Q.4	(a) Define Topology and Explain Bus Topology, Star Topology and Ring Topology in detail.	07
	(b) Explain different types of computer crimes in today's organization.	07

Q.5 Case Study

Analyze the following case and answer the questions given below:

AB Book house offers books on various subjects in Science and Technology. The owner of the AB book house maintains inventory of Rs 20 lakhs or more. It is also observed that there are some slow-moving titles since last year, which result in dead stock. To clear this dead stock, a reduction sale was organized. The revenue generated out of this sale was less than the list price. During last year, inventory carrying accounts for interest cost. The owner is interested to computerize to avoid such cases in future. The existing monthly stock report provides a stock statement by les. It gives status of opening balance, receipt, sales and balances.

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| Q.5 | (a) | Evaluate the existing Inventory Reporting system | 07 |
| Q.5 | (b) | Explain information needs to design an effective MIS | 07 |
| OR | | | |
| Q.5 | (a) | Advise various output requirements for increasing usefulness of the present system to control the business more effectively. | 07 |
| Q.5 | (b) | Suggest new technologies to coordinate stocking, billing, accounting and decision making for various titles. | 07 |
