

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA-SEMESTER-I-EXAMINATION-WINTER-2024

Subject Code: 2519307**Date: 18/01/2025****Subject Name: Information Technology and Global Business****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) Knowledge b) Survival c) ERP d) E-commerce e) Supply Chain Visibility f) Transnational g) freemium model	14
Q.2	(a) What is an information system? How does it work? What are its management, organization, and technology components? (b) How IT and IS may be used to help the company operate and achieve its objective	07 07
OR		
	(b) What are the principal tools and technologies for accessing information from databases to improve business performance and decision-making?	07
Q.3	(a) Why are data, information, and knowledge important to any company? Give suitable example. (b) Explain CRM system	07 07
OR		
Q.3	(a) It has been said that within the next few years, smartphones will become the single most important digital device we own. Discuss the implications of this statement in context with E-commerce. (b) What is the difference between information system & management information system?	07 07
Q.4	(a) Discuss the role of Information systems in supply chain management? (b) What are the challenges posed by global information systems and management solutions for these challenges?	07 07
OR		
Q.4	(a) It has been said that most of the systems fail because systems builders ignore organizational behavior problems. Why might this be so ? (b) Discuss the alternative strategies for developing global businesses.	07 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 customers' tastes. The system also compares the weekly sales totals versus food costs, allowing planning for tighter cost controls. In addition, whenever an order is voided, the reasons for 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) Summarize the main purposes of information systems in organizations **07**
