Seat No. /Enrollment No._____

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

Subject Code: MB01096011   **Date: 16/01/2025**
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	**14**
	(a) IT v/s IS	
	(b) Email protocols	
	(c) LAN, MAN, WAN,	
	(d) SAAS	
	(e) Data Flow	
	(f) Reference models	
	(g) Internet of Things (IoT)	
Q.2	**(a)** Changing Environment and its Impact on Business is very high. In this situation what is the impact of IT/IS on Organization?	**07**
	(b) How do porter's competitive forces model, the value chain model synergies, core competencies and network economics help companies develop competitive strategies using information systems?	**07**
	OR	
	(b) What is TPS? What is the role of TPS in any organization? Discuss with suitable example.	**07**
Q.3	**(a)** Nowadays everybody wants to see Data in Visualization format only. What do you think is that data visualization is that much Important? Discuss your opinion.	**07**
	(b) Discuss current trends in computer hardware and software.	**07**
	OR	
Q.3	**(a)** Compare and contrast the OSI and TCP / IP.	**07**
	(b) While collecting information may be easy, its management can pose challenges. In your opinion, is a structured system needed to handle and organize information properly?	**07**
Q.4	**(a)** What are the most important tools and technologies for safeguarding Information resources? Discuss in brief with the First line of defense and Second line of defense.	**07**
	(b) Discuss various Types of connectivity in the Internet along with their advantages.	**07**
	OR	
Q.4	**(a)** What is the Information Security Audit? How it work?	**07**

(b) How do the design challenges at each layer of the protocol stack affect the implementation and management of different network? **07**

Q.5 **CASE STUDY:**

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? **07**

(b) What information would you require to make such decisions? **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) What would make the system a more complete MIS rather than just doing transaction processing? **07**

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