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K 4541

M.B.A. DEGREE EXAMINATION, NOVEMBER/DECEMBER 2007.

Elective

BA 1745 — INFORMATION TECHNOLOGY FOR MANAGEMENT

(Regulation 2005)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Define DSS.
2. What is synergy?
3. List the salient features of LINUX.
4. Mention the business applications of mobile computing.
5. What is intelligent network?
6. What is Last-mile technology?
7. Define fuzzy logic.
8. What is expert system?
9. Explain drivers headquarters.
10. Explain the roles and responsibilities of the chief information officer.

PART B — (5 × 16 = 80 marks)

11. (a) Explain the various stages involved in the development of internet based information system.

Or

- (b) Discuss the salient features of different types of E-business models.

12. (a) What is data resource management? Explain in detail.

Or

(b) List and explain the hardware and software related issues faced by the managers.

13. (a) Explain the seven layers of the OSI model.

Or

(b) Explain the internet protocols in detail.

14. (a) Describe the functionality of ERP modules.

Or

(b) Explain the following :

(i) Data warehousing.

(ii) Data mining.

15. (a) Discuss the challenges involved in the management of IT.

Or

(b) What is Cryptography? Explain the RSA model of cryptography.