

MMS – Semester I
Information Technology for Management
(75 Marks)

(3 hours)

- There will be Six Questions in all.
- Q1 would be compulsory and would carry 20 Marks
- Q8 would be compulsory and would carry 15 Marks
- In addition to Q1 and Q8, there would be six questions (Q2, Q3, Q4, Q5, Q6 and Q7). Each question would carry 10 Marks. Each of these Six Questions will have three sub – questions and each sub – question would carry 05 Marks
- Students have to attempt any four out of the remaining six Questions and within each question; students have to attempt any two out of three sub – questions.

Q1 (A) Choose the correct alternatives: **(Compulsory)**

(10 Marks)

- 1) URL stands for _____
 - a) Uninterrupted data locator
 - b) Uninterrupted record locator
 - c) Uniform record locator
 - d) Uniform resource locator
- 2) Information in computer read-only memory is stored by the manufacturer.
 - a) Engineer
 - b) Programmer
 - c) Manufacturer
 - d) User
- 3) Mesh topology can be formed by using the formula _____.
 - a) Number of cables = $(n-1)/2$
 - b) Number of cables = $(n*(n-1))/2$
 - c) Number of cables = $(n*(n+1))/2$
 - d) Number of cables = $(n+1)/2$
- 4) The company uses the _____ to enable the company to track sales data, expenditure and productivity as well as information to track profits from time to time, maximizing return on investment and recognize areas of improvement.
 - a) Customer Relationship Management (CRM)
 - b) Inventory Management
 - c) Transaction Process System (TPS)
 - d) Management Information System (MIS)
- 5) Which if the following is not a locator device?
 - a) Trackball

- b) Joystick
 - c) Mouse
 - d) Optical Disc
- 6) _____ is a media access control used to control the information stream so information honesty is kept up with, i.e., the parcels don't get lost.
- a) WAN
 - b) CSMA
 - c) PROM
 - d) NIC
- 7) In _____, it is possible to perform the error detection, and if any error occurs, then the receiver requests the sender to retransmit the data.
- a) half-duplex mode
 - b) simple mode
 - c) full-duplex mode
 - d) complex mode
- 8) _____ is an innovation that sends the engaged light emission radio sign from one ground-based microwave transmission receiving wire to another.
- a) Radio transmission
 - b) Satellite Microwave
 - c) Broadband transmission
 - d) Terrestrial Microwave transmission
- 9) _____ is a standard internet protocol provided by TCP/IP used for transmitting the files from one host to another.
- a) Central Processing Unit
 - b) Authentication
 - c) File transfer protocol
 - d) Standard Business Centre
- 10) _____ is a software solution that tackles the needs of an organization, taking into account the process view to meet an organization's goals while incorporating all the functions of an organization.
- a) Enterprise Resource Planning
 - b) Customer Relationship Management
 - c) Supply Chain Management
 - d) Business Intelligent System

Q1 (B) State whether True or False. (Compulsory)

(10 Marks)

- 1) E-Governance is the application of Information and Communication Technology (ICT) for providing government services, interchange of statics, communication proceedings, integration of various independent systems and services.
- 2) The wired Network Interface Card (NIC) contains the antenna to obtain the connection over the wireless network.

- 3) In simple mode, both the devices can send and receive the data and also can utilize the entire bandwidth of the communication channel during the transmission of data.
- 4) A transaction process system (TPS) is a highly flexible and interactive IT system that is designed to support decision making when the problem is not structured.
- 5) Bus geography is a game plan of the organization where each hub is associated with the focal center, switch or a focal PC.
- 6) FTP client allows us to make voice calls over the internet and transmit multimedia using a broadband internet connection instead of an analog (or regular) phone line.
- 7) The satellite transmission is a remote innovation utilized for correspondence over short ranges.
- 8) Cloud computing utilizes information technology to capitalize on its ability to provide improved agility and time and resource management for businesses.
- 9) Shielded twisted pair cable has higher capacity as compared to unshielded twisted pair cable.
- 10) The Joy-stick is a pen-like light-sensitive device that feeds a narrow electrical pulse generated by a pointing device directed towards the screen.

Attempt Any Four out of Q2, Q3, Q4, Q5, Q6 and Q7.

Q2 Any two from (a) or (b) or (c):

- (a) Definition of Information Technology. Write a note on processor technology. **(5 Marks)**
- (b) State fundamentals of computer architecture and mention different computer applications. **(5 Marks)**
- (c) What is the URL? **(5 Marks)**

Q3 Any two from (a) or (b) or (c):

- (a) Define guided media and State its types. **(5 Marks)**
- (b) What is Customer Relationship Management? State the need and objectives of CRM. **(5 Marks)**
- (c) State fundamentals of computer architecture and mention different computer applications. **(5 Marks)**

Q4 Any two from (a) or (b) or (c):

(a) State and explain different types of storage. **(5 Marks)**

(b) Explain the Knowledge Management Process in detail. **(5 Marks)**

(c) Define website. What is the need for a website? **(5 Marks)**

Q5 Any two from (a) or (b) or (c):

(a) Write a note on Database Management System (DMS). Also, state the advantages and disadvantages of DMS. **(5 Marks)**

(b) Write a short note on NIC. **(5 Marks)**

(c) What are Search Engines? State the different Components of Search Engine and explain how do search engines work? **(5 Marks)**

Q6 Any two from (a) or (b) or (c):

(a) What is VOICE OVER INTERNET PROTOCOL (VOIP)? State the important uses of VoIP. **(5 Marks)**

(b) What is meant by transaction process system (TPS), decision support system (DSS) and executive information system? **(5 Marks)**

(c) Explain the feature of Information Technology. **(5 Marks)**

Q7 Any two from (a) or (b) or (c):

(a) Explain Network topology. **(5 Marks)**

(b) What are the different benefits of Computer Networking in Business? **(5 Marks)**

(c) What are Radio waves? What are the advantages and disadvantages of radio waves? **(5 Marks)**

Q8 Any three from (a) or (b) or (c) or (d): (Compulsory)

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|----------------------|------------------|
| (a) Operational CRM | (5 Marks) |
| (b) Ring topology | (5 Marks) |
| (c) Cloud Computing | (5 Marks) |
| (d) Data Warehousing | (5 Marks) |