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**Roll No. ....**

## **MB-402-LS1**

**M. B. A. (FOURTH SEMESTER)**

**END SEMESTER**

**EXAMINATION, May, 2023**

**INFORMATION TECHNOLOGY**

**APPLICATION**

**Time : Three Hours**

**Maximum Marks : 100**

- Note :** (i) This question paper contains *two* Sections—Section A and Section B.
- (ii) Both Sections are compulsory.
- (iii) Answer any *two* sub-questions among (a), (b) & (c) in each main question of Section A. Each sub-question carries 10 marks.
- (iv) In Section B question 5 relates to Case Study and is compulsory. Section B is of 20 marks.

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Section—A

1. (a) Describe the generation of computers we are using presently. Explain the characteristics of this generation of computers. (CO1)
- (b) As a student of MBA, discuss the advantage of IT for management subject to you. Explain by citing examples. (CO1)
- (c) Describe telecommunication basics. Illustrate the *four* types of telecommunication networks. (CO1)
2. (a) Explain the working of internet and its types. (CO2)
- (b) Elaborate how can ERP improve a company's business performance. (CO2)
- (c) Examine the benefits of implementing intranet and extranet. Differentiate. (CO2)
3. (a) Explain *ten* essential elements for ecommerce success. (CO3)

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- (b) Illustrate e-procurement. Explain how does it work. (CO3)
- (c) Explain database management system. Name any *five* modern database management system used by the companies in 2023 ? (CO3)
4. (a) Data analyst follows a certain flow of tasks along the data mining process. Justify the statement. (CO4)
- (b) Amazon uses data warehouse concept for information analysis. Predict the concepts of data warehouse. (CO4)
- (c) Shopper's stop manufactures fashion and lifestyle products. Assess the essentials of Shopper's stop with e-commerce relationship management. (CO4)

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**Section—B**

**5. Case Study :** (20 Marks) (CO5)

Apollo Tyres is a leading tyre manufacturer in India. The company has four manufacturing units in India, two in South Africa and two in Zimbabwe. It has a network of around 4500 dealerships in India, of which over 3000 are exclusive outlets, and nearly 230 multi brand Dunlop Accredited Dealers in South Africa and Zimbabwe. "Unstoppable IT" is part of Apollo Tyre's overall IT strategy derived out of its philosophy of having services available at all times. This concept is woven around "Anywhere", Anytime, Any Device" whereby a complete set of IT is and capability are deployed for availability, confidentiality and integrity of information. As part of this strategy, Apollo aggregated and centralized data for anywhere and anytime access through its employees and dealer portals. Achieving

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Anywhere, Anytime connectivity was not a difficult task, the real challenge lay in identifying and determining an appropriate device which could fit into company's IT deployment strategy. The key requirements were application deployment capability and remote device manageability and the company considered various mobile devices and PDA's in these respects. Apollo Tyres was also looking at devices which could continue to work and store data locally in the network; the company's IT department did a few pilot tests to check the proof of the concept of some of these devices.

The key applications identified for such a deployment were the common baseline applications aimed at enabling the sales force, including e-mail access. Upon scanning the market for device capabilities, it was felt that an enterprise Wide BlackBerry deployment

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met the requirements of access to e-mail and applications through a single device. When the evaluations were being carried out, BlackBerry scored in terms of e-mail. E-mail access on the move was critical for management level executions within the company. Having homed in on the device, Appollo tyres started looking at the application deployment capability for the BlackBerry. SAP Enterprise Server which had been a success with Apollo. The company is also at the next phase for applications deployment using the Enterprise Server. There was relief within the middle and senior management after the deployment of BlackBerry Enterprise Solution. This not only enabled the top management to stay in touch with the systems and people continuously, it also resolved the issue of management taking their laptops just to access their e-mail. The

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teams travelling abroad have benefited the most with this solution.

*Questions :*

- (a) What was the enterprise IT strategy the company followed ?
- (b) What is the role that Internet and Mobile technologies can play in building Apollo's IT strategy ?

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