(Please write your Enrollment Number)   Enrollment No. 0540915202⁄4

End-Term Examination
(CBCS)(SUBJECTIVE TYPE)(OffLine)
Course Name: MBA, Semester:2
(May, 2025)

Subject Code: AMC 152	Subject: Information Technology and Innovation Management
Time :3 Hours	Maximum Marks :60

Note: Q1 is compulsory. Attempt one question each from the Units I, II, III & IV.

Q1		(5*4=20)	CO Mapping
	a) Define data organization. What are the common issues faced in organizing data effectively?		CO1
	b) List and explain the key components of the Digital India Program.		CO2
	c) Differentiate between invention and innovation with suitable examples.		CO3
	d) Discuss at least two techniques used to stimulate lateral thinking.		CO4
	UNIT I		CO Mapping
Q2	Differentiate between a Database Management System and a file system. What are the advantages of using a DBMS?	(10)	CO1
Q3	Describe the role of ETL (Extract, Transform, and Load) in building a data warehouse.	(10)	CO1
	UNIT II		CO Mapping
Q4	Distinguish between e-commerce and traditional commerce with examples.	(10)	CO2
Q5	What are the types of e-governance? Explain the benefits of each.	(10)	CO2
	UNIT III		CO Mapping
Q6	What is concurrent engineering? How does it help in innovation?	(10)	CO3
Q7	Compare and contrast product innovation with process innovation.	(10)	CO3
	UNIT IV		CO Mapping
Q8	Define lateral thinking. How is it different from vertical thinking?	(10)	CO4
Q9	Explain the difference between logical thinking and creative thinking with suitable examples.	(10)	CO4