II Semester M.B.A. Degree Examination, July 2017
(CBCS Scheme)
MANAGEMENT
2.1 : Technology for Management

Time : 3 Hours   Max. Marks : 70

Instruction : *Answer all Sections.*

SECTION – A

Answer **any five** of the following questions. **Each** carries **5** marks :   (5×5=25)

1. What is the different network topologies used in network ?

2. What are the various steps in constructing in DSS ?

3. What do you mean by TPS ? Give an example.

4. What is business process reengineering ? Explain.

5. What are the various modules available in ERP ?

6. What are the merits and demerits of DBMS systems ?

7. What is IP and how does it work ?

SECTION – B

Answer **any three** of the following questions. **Each** carries **ten** marks :   (3×10=30)

8. What do you mean by an operating system ? Outline the features of different operating systems.

9. Explain the system development methodologies with respect to MIS.

10. Enumerate the artificial intelligence technologies and its importance in business.

11. What are the risks associated with ERP implementation ? Discuss the risk management techniques that can be used during implementation.

SECTION – C

(1×15=15)

12. Case study :

Emerging as a multinational E commerce company, Amazon has turned out to be leading online retailer offering cloud computing services. Two technologies driving the growth of Amazon has been the integration of customer relationship management and information management to the overall business strategy. Linux has been a core strength behind the technology of Amazon, the IT infrastructure of the organization has been built in such a way that could handle more than millions of operations and also handles queries.

The company has been exposed to threats of storing and securing the credit cards and debit cards information. The company uses the customer relationship management module under enterprise resources management to store personalized information and purchasing trends of its customers which is integrated with the marketing and advertising campaigns of the organization. The sales strategy of Amazon has been very unique that reflects its MIS. The operations of the company have made a transition from a single level sales strategy to that of multi level e commerce strategy.

The initial growth of the organization was favoured by business to consumer models of selling and business to business mode of operations. The recent development in the E commerce population has enhanced the interactions between the consumer and the business thus forcing Amazon to give more priority and customization to its IT to value and respect reviews of the customers as a part of their business operations. The exclusion of the retailers has been the signs of growth in Amazon as it allows the customers to sell and buy the products using Amazon as a platform.

The business model of Amazon reflects the management information systems. Elastic cloud computing has been yet another vibrant web service offered by Amazon. The objective of E2C at Amazon has been to serve the developers who

work with web scale computing. It offers the end users the complete control over computing actions and lets customers to use the computer environment of Amazon. The pros of E2C computing at Amazon are its ability to save more time there by ignoring the needs of booting a new server. Amazon machine image is being created by the end user to utilize E2C services. The most attractive part of E2C is the feature of paying only for the actual use and also helps the developers to customize their applications so that most common failure scenario is being isolated.

The technology used by Amazon comprises web service, middleware, group ware and most importantly networking. These lay the pillars of management information systems. The enterprise systems that are integrated with the internet are the logistics, accounting and the human resources. The technology and the enterprise systems at Amazon are interconnected with vibrant relational data base management systems which are interdependent on one another.

1) What would be the recommendations to sort products and anti-phishing interventions to Amazon as IT manager ?

2) How can the company establish customer relationship management interventions across the business operations ?

3) Advocate solution to resolve the existing gap between the marketing and sales activities of Amazon.

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