II Semester M.B.A. Degree Examination, July 2018
(CBCS Scheme)
MANAGEMENT
2.1 : Technology for Management

Time : 3 Hours   Max. Marks : 70

SECTION – A

Answer **any five** questions from the following, **each** question carries **5** marks.

(5×5=25)

1. What is GUI ? List and explain the elements of GUI based operating system.

2. Differentiate between Data and Information. How does it help in decision making ?

3. What is business process Re-engineering ? Explain the steps involved with example.

4. Distinguish between Decoupling and Decomposition.

5. Explain the following TELNET, FTP.

6. Differentiate between Traditional File System and DBMS.

7. Discuss the pros and cons of the internet for e-commerce.

SECTION – B

Answer **any three** questions from the following, **each** question carries **10** marks.

(3×10=30)

8. "Though technology information may abound it is always desirable to have a systematic approach to acquiring technology information". Offer your critical comments on the statement.

9. Describe software life cycle models with examples.

10. Explain MIS function based on organization.

11. Explain the various criteria to be met and possessed by an ERP system, when proposed for the small and medium enterprises.

SECTION – C

12. **Compulsory** Case Study : (1×15=15)

Capital One Financial Corporation did not become the most profitable credit card company in the United States by accident. They diffuse information technology through all their business strategies and business practices. They call it Information Based Strategy, or IBS. IBS uses a test-and-learn philosophy to differentiate products and services to target market groups. New product ideas are tested on target populations to analyze their reactions to the product or service.

Data are gathered to identify and target specific consumer groups with specific marketing campaigns. Data are used also to set prices on products and interest rates on services. Successful marketing campaigns are tested for multiplication in different regions of the country. Costs are lowered and customer service productivity is enhanced by the use of testing and matching customer service or sales representatives with customers whom they are best trained to serve. When a customer calls, their record is plugged into a database to determine what his needs are and the call is then routed to a representative who is most qualified to serve that customer's needs.

Capital One uses a software application called Global Service Logistics (GSL) by Cisco Systems for call routing. This is only one of the applications used to support IBS. The amount of support required for IBS is immense. Capital One has spent hundreds of millions of dollars building and refining systems for IBS and uses the services of over 1000 IT professionals.

Questions :

1) What is the business model of Capital One Financial Corporation ?

2) Discuss the factors leading to the success of Capital One.

3) Suggest how can Capital One fit into aggregator model ?