

Total No. of printed pages = 6

63/2 (SEM-1) MBA 17

2021

(held in 2022)

MBA

(Theory Paper)

Paper Code : MBA-17 (New)

(Information Technology for Managers)

Full Marks – 70

Time – Three hours

The figures in the margin indicate full marks  
for the questions.

Section – A

Answer any *five* from the following questions :

2×5=10

1. What are some of the legal issues involved in acquiring and using software in most business organizations ?
2. Define e-commerce and distinguish it from business.
3. What are information system used for ?
4. What are the data visualization technologies ?

[Turn over

5. Define mobile computing and m-commerce ?
6. Why is intelligent system important ?
7. What is EDI and how it works ?

#### Section – B

Answer any *four* from the following questions :  
5×4=20

1. Describe the characteristics of the digital economy and e-business.
2. Explain the role of Decision Support System.
3. What are the major legal issues of electronic commerce ?
4. Discuss the impact of wireless computing on emerging medical services.
5. What is knowledge management and why it is important ?
6. What are societal activities improved by IT ?

#### Section – C

Answer any *four* from the following questions :  
7×4=28

1. Discuss the application of information technology in business.
2. What is a web-based system ? Explain the major characteristics of Transaction Processing System.

3. Is artificial intelligent good or bad ? Explain the commercial applications of artificial intelligence.
4. Explain the concept of System Development Life Cycle.
5. Discuss the importance and activities of B2C market research and online advertising.
- 6 (a) Explain the role of information system in business.  
(b) Describe the role of IT in facilitating Customer Relationship Management.

#### Section – D

##### (Case Study)

Compulsory 12 Marks

4. Advertising real estate with Multimedia.

Condoprnto.com allows travelers to research and book online for short-term rental and vacation properties. Site visitor see a detailed preview of each property and obtain information on availability and cost. Before this website opened, there had not been any centralized one-stop for Condo owners and travelers. Condo Pronto offers a “free

Showcase" Page to owners, which includes : one of the three photos of the property, text description, reservation calendar and online booking services. Condo Pronto offers a multitiered selection of services and owners can pay for upgrades in their ads, such as full motion-video virtual walkthrough. Visitors of the site can also see a morning 3D panorama of properties. Condo Pronto IT infrastructure includes IBMS RS/ 600 server running IBM DB/2 rational database and IBM's WebSphere commerce suit. It took only a couple of months to get the site up and running and visitors are providing positive feedback. Condo owners are saving time and money that they would otherwise have spent on brokers or advertisement. At the same owners, owners are reaching a worldwide audience.

Questions :

1. What advantage does multimedia offer Condo owners on Condo Pronto ?
2. What other multimedia functions can Condo Pronto offer ?

(Theory Paper)

Paper Code : MBA-1'7 (Old)

(Business Communication)

Full Marks – 70

Time – Three hours

The figures in the margin indicate full marks for the questions.

Section – A

1. Answer any *five* from the following :  $2 \times 5 = 10$ 
  - (a) What is business communication ?
  - (b) What is persuasive communication ?
  - (c) What is a business memo ?
  - (d) What is a resume ?
  - (e) What are visual aids ?
  - (f) What are minutes ?

Section – B

2. Answer any *five* from the following :  $4 \times 5 = 20$ 
  - (a) Discuss the importance of communications in management.

- (b) Discuss the requisites of an effective telephonic communication.
- (c) Discuss any two types of letter.
- (d) Differentiate between reports and proposal.
- (e) What are reports ? Discuss any two types of reports.
- (f) How to evaluate an interview performance ?

### Section – C

3. Answer any *five* from the following :  $8 \times 5 = 40$

- (a) Explain the barriers to communication.
- (b) Discuss the characteristics of oral communication. What is the importance of listening in oral communication ?  $4+4=8$
- (c) Distinguish between oral communication and written communication.
- (d) What is negotiation ? What are the essentials of an effective negotiation ?
- (e) Discuss the usefulness of reports. Discuss the stages of report writing.
- (f) Suggest effective ways of drafting notices.