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| Seat No. | |
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**Master of Business Administration (Part - I) (Semester –I)
Examination, 2012
Paper – V : INFORMATION TECHNOLOGY FOR MANAGEMENT
(New Course)
Sub. Code: 48324**

Day and Date: Monday, 5-1-2012
Time: 10.30a.m. to 1.30 p.m.

Total Marks : 70

Instructions : 1) *Q. No.1 and Q. No. 5 is compulsory.*

2) *Attempt any two questions from Q. No.2 to Q. No 4.*

3) *Figures to the right indicate full marks.*

1. The management of super bazaar want to carry out the survey to maintain the customer Relationship management. The survey use to collect the data by using the exhaustive questionnaire. The management want to process the data in order to maintain the relationship between the customer and apply the promotional policies using the data mining tools. As a system manager management ask you to prepare the following. **20**

1) Design the suitable data warehouse architecture

2) Prepare the promotional policies

3) Suggest the suitable mining techniques to analysis the data.

2. a) Define software. Explain the types of software. **7**

b) What is protocol ? Explain the various protocol used in internet **8**

3. a) What is e-payment ? Give the elements of e-payments. **8**

b) Give the need and scope of E- Governance. **7**

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4. a) Define Database. List the various operation on database. **8**
- b) What is normalization ? Give the importance of normalization. **7**
5. Write short note on **any four** : **20**
- a) search engine
 - b) data mart
 - c) e- banking
 - d) ip address
 - e) intranet.
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