

Seat No	
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Regu-F-410

**Master of Business Administration (Part - I) (Semester – I) (New Course)
Examination, 2010**

Paper – V : INFORMATION TECHNOLOGY FOR MANAGEMENT

Day and Date: Friday, 24-12-2010

Total Marks : 70

Time : 10.30a.m. to 1.30 p.m.

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

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

No4.

3) *Figures to the right indicate full marks*

1. A Big Bazar Wants to carryout the survey to conduct the study of consumer buying behavior . The management decided to collect the data about the customer and carry out the various data mining operations on the huge amount of data through an exhaustive questionnaire. The geographical scope of the survey is divided into different zones in the country. You are required to suggest the best possible solution for the following :

- i) Design the suitable data warehouse architecture
- ii) suggest the suitable network topology and structure
- iii) Technique for mining the data from data warehouse **20**

OR

- 1.a) Design database structure for the payroll system and apply the 1st , 2nd , and 3rd normal form. **10**
- b) Design and development architecture of datawarehouse and data mining tools for LIC. **10**
- 2.a) Define internet. Gtive the importance of search engine in internet. **7**

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- b) List and explain the various application of internet in business system. **8**
3. a) What is e-commerce? Discuss the e-payment system in banking system. **7**
- b) Discuss the various database models with the help suitable diagram. **8**
4. a) What is Data warehouse? Give the advantages of data warehouse **7**
- b) Discuss in detail role and need of e- Governance. **8**
5. Write short note on **any four**: **20**
- a) Network
 - b) TCP/IP
 - c) RDBMS
 - d) Data mining
 - e) OLAP
 - f) Browsers.
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