Seat No.	

M.B.A. (Part - I) (Semester - I) (CBCS) (New) Examination, April - 2018
INFORMATION TECHNOLOGY FOR MANAGEMENT
Sub. Code :68306

Day and Date : Friday, 27- 4 - 2018   Total Marks : 80
Time : 11.00 a.m. to 2.00 p.m.

Instructions : 1) Question No. 1 and Q.2 are compulsory.
2) Solve any 2 questions from Q.3 to Q.5

Q1) Case Study.   **[20]**

Disha travel is one of the oldest travels and Tourism Company in Kolhapur. Disha travel offers travels and Tourism packages within India only since 1990. Head office located at Kolhapur. Disha's emphasis was on providing customers with packages that would give them a truly great experience, more value for their money and maximum customer satisfaction. Loyal customer base and cost leadership are the key of success of Disha travels. With growing complexities in travelling business and intense competition from branded players its become very difficult for Disha travels to survive their market share. Customer's preferences to branded players such as Kesari, Neeta and Cox and Kings have been increased in last few years. Disha travel looking for expansion through innovation. At present Disha travels tied up with 10 travel agencies located at various locations. All operations carried out manually including booking, package offering, and booking cancellation it causes major problems to customers hence result in customer defection.

As IT expert you have been asked to outline the infrastructure requirement for Disha Travels. Elaborate importance and benefits of DBMS for Disha travel to maintain customer record and bring simplicity in offerings.

[20]

Q2) Case study.

Laxmi Co-Operative Bank was incorporated in 2015 by Dr. Shankar Patil. He was a former IIM and IIT student. Dr. Shankar Patil believes that differentiation is the key of success for any business. Laxmi bank was the first Co-Operative Bank to offer Core banking system in India. Laxmi Bank offers Internet banking, mobile banking, phone banking, and SMS banking facility. Core banking system results in distinguished success in co-operatives banking sector.

How CBS help Laxmi bank to achieve new heights in cooperative banking sector Discuss potential advantages of core banking system and outline security threats in online banking.

Q3) a) What is Data Mining? Explain Need and significance of data mining. **[10]**

b) Discuss Applications of E-Commerce with example. **[10]**

Q4) a) Discuss IT Applications in management with suitable example. **[10]**

b) Elaborate types of database models in detail. **[10]**

[20]

Q5) Short notes (any 4).

a) E- Business

b) WAN

c) Topology

d) KDD

e) Internet

f) DBA

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