

**SN - 134**

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Seat No.	
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**M.B.A.(Part - I)(Semester - I)(CBCS) Examination, May -2017**  
**Information Technology for Management**  
**Sub. Code : 57108**

**Day and Date : Monday, 08 - 05 - 2017**

**Total Marks : 80**

**Time : 03.00 p.m. to 06.00 p.m.**

**Instructions :** 1) Question No .1 and Q.No.5 are compulsory.  
2) Slove any two questions from Q.2 to Q.4

**Q1) Case study**

**[20]**

DK finance ltd leading NBFC of southern India. At present Company has computerized all branches and regional offices with the help of WAN. Customer satisfaction and delight is the key for success of company. Co decided to expand its business operations throughout India. Major challenges for company are as below.

- Manage existing customer database and data security

Carry out environment analysis to indentify threats

Managing customer portfolio.

As IT manager you have been asked to do the following.

- a) Suggest Data warehouse architecture to DK finance ltd with its need and significance.
- b) Discuss - importance of data mining managing customer portfolio.

**Q2) a) What do you mean by computer Network? Explain types of Network. [10]**

b) Elaborate-types of software Mining.

**[10]**

**P.T.O.**

- Q3)** a) Define IT? Explain Components of IT in detail [10]  
b) Discuss- types of E-Commerce with suitable example. [10]
- Q4)** a) What do you mean by search engine? Explain types of searchengine in detail. [10]  
b) Discuss-Network model of database management. [10]
- Q5)** Short Notes (Any Four) [20]
- a) TCP/IP
  - b) Normalization
  - c) IT Applications in management.
  - d) E-cash.
  - e) Intranet

