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**II Semester M.B.A. (Day and Eve.) Examination, November/December 2023**  
**(2021 – 22 Onwards)**  
**(CBCS)**  
**MANAGEMENT**  
**Paper – 2.1 : Technology for Management**

Time : 3 Hours

Max. Marks : 70

SECTION – A

Answer **any five** out of the following questions. **Each** question carries **5** marks. (5×5=25)

1. Differentiate between Management Information System (MIS) and Transaction Processing Systems (TPS).
2. Describe the components of a Management Information System (MIS) and their functions.
3. Discuss the stages in System Analysis and Design (SAD) and explain the use of Data Flow Diagrams (DFD) in this process.
4. What are the key challenges in implementing Electronic Commerce (E-Commerce) ?
5. Discuss the ethical responsibilities of business professionals in the context of IT and technology.
6. Provide practical examples of how MS-Excel can be used for documentation and report generation.
7. Explain the concept of a Relational Database Management System (RDBMS) and its significance.



SECTION – B

Answer **any three** out of the following questions. **Each** question carries **10** marks. (3×10=30)

8. Discuss the role of Information Systems in achieving a strategic advantage for organizations.
9. Compare and contrast different types of system development models.

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10. Analyze the technology adoption process and its impact on organizations provide examples.
11. Explain the significance of Internet Protocol (IP) in connecting to the internet and its implications in providing online security.

## SECTION – C

Case Study (**Compulsory** Question).**(1×15=15)**

12. A medium-sized retail company is considering expanding its operations into the world of e-commerce. They currently have a successful chain of physical stores but want to tap into the online market. The management is aware of the advantages and challenges of e-commerce and seeks your advice.

**Questions :**

- a) Which Information Systems and technologies would you recommend to support the company's e-commerce venture ? Justify your choices.
  - b) How can the company ensure the ethical handling of customer data and privacy in its e-commerce operations ?
  - c) What role can Management Information Systems (MIS) play in tracking and optimizing the company's online sales ?
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