ITM 01

IT for Management

Roll No. :   No. of Pages: 2

M.M. : 30 marks   Time : 2 Hours

Read following instructions carefully:

1. Question no. 1 is compulsory
2. Attempt any two from the remaining four questions

Q1. Answer any two of the following questions: (10 Marks)

When the joint venture between Titan and Timex came to an abrupt end after six long years of a strong relationship, all infrastructures that were created became non-functional. As a result, Times had no distribution channels, no point of sale systems and even no databases in place to sustain business in Indian continent. For the CIO of the Timex, it was a challenging task of setting the priority right and create a strong IT infrastructure to revive the business. The parent company in the US was using Oracle based ERP system to manage all its business transactions, so the Indian counterpart decided to build the system around the same solution. CIO set the first priority to create a strong network of POS, as the distribution was not much at that point of time. At the subsequent stage, the IT department decided to create inventory, billing and order management systems.

Various technological solutions were evaluated and tested to transfer the POS data back to the company's main data server for intelligent data processing. The watch industry is quite dynamic in nature as the styles, textures, and trends keep changing very fast. In order to keep analyzing the buying patterns and demand analysis, the company needs the complete POS data on real time basis for the data analysis. To achieve this, the company decided to implement Power Builder software to connect its POS terminals with the central databases. The proposed system was e-mail based batch processing system, which will send an e-mail to the data centre at the end of the day. All e-mail received from various vendors are validated and uploaded into the Oracle ERP for managers to view and analyse. The biggest challenge of implementing this system was to cut implementation and running costs as they had limited funds available for too many technological developments.

(a) What was the strategy being followed by CIO of Timex?
(b) Why Timex concentrated on developing POS network?

Q2. Write shortnote on any two of the following: (10 Marks)

   (i) VOIP   (ii) Internet Browser   (iii) Applications of ERP

Q3. Answer any two of the following: (10 Marks)

  (a) Describe why organization needs to adopt information technology?
  (b) IT purchase is a project for any organization. Justify the statement.
  (c) What is client-server technology?

Q4. Answer any two of the following: (10 Marks)

  (a) Define protocol. What are the characteristics of protocols?
  (b) Discuss any two network devices.
  (c) What are the benefits of implementing e-business ?

Q5. Answer any two of the following : (10 Marks)

  (a) Describe a concept of 'global ICT business'.
  (b) What are different e-business models?
  (c) Write a shortnote on CRM.

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