VPM's
Dr. V. N. BRIMS, Thane
Programme: PGDM (2014-16) Fourth Batch
First Semester Examination September 2014

Subject: Information Technology for Management

Roll No.   :
Total No. of Questions   : 7
Total No. of printed pages : 2

Marks   : 60 Marks
Duration: 3 Hours
Date   : 25/09/2014

Note: Q1 is compulsory and solve any FOUR from the remaining SIX questions.

Q1) What is network topology? Explain its classification in detail (Diagram, Advantages Disadvantages Of each type)? (*20 Marks*)

Attempt Any FOUR from the Remaining SIX Questions

Q2) *Any two from (a) or (b) or (c)* ————— *(5x2) = 10 Marks*

a) Explain TCP/IP Model.
b) Explain features of software.
c) What is data warehousing? & Explain data warehousing architecture.

Q3) *Any two from (a) or (b) or (c)* ————— *(5x2) = 10 Marks*

a) Explain characteristics of computer.
b) What is E-commerce? What are the types of E-commerce? Explain in detail.
c) Define search engine. Explain the process of search engine with the help of process flow diagram.

Q4) *Any two from (a) or (b) or (c)* ————— *(5x2) = 10 Marks*

a) Explain the impacts of information technology on individuals.
b) Write short note on: i) FTP ii) Websites
c) What is E-business? (Explain in detail).

Q5) *Any two from (a) or (b) or (c)* ————— *(5x2) = 10 Marks*

a) Explain importance of computer in business.
b) Explain components of Central Processing Unit.
c) Explain flow of information in supply chain management along with diagram.

Q6) *Any two from (a) or (b) or (c)* ————— *(5x2) = 10 Marks*

a) Explain role of Information Technology in Customer Relationship Management.
b) Write down the full forms of following: (any 5)
         1.FTP 2.)TCP 3.) POP 4.) HTTP 5.) UDP 6.) ICMP
c) Write short note on Blogs

Q7) *Any two from (a) or (b) or (c)* —————— *(5x2) = 10 Marks*

a) Fill in the blanks:
1. .... is the set of programs necessary to carry out operations for a specified application.
2. The top most bar in any application window is the ....bar which displays the name of the document or application.
3. ....is the other name of 'Main Memory.
4. Meaning of 'CC' in case of E-mail is.........
5. EDI stands for.........

b) Describe enhanced features of 'Power Point'.

c) Design an internet security policy for a management institute.