

VPM's
DR VN BRIMS, Thane
Programme: MMS (2023-25)
First Semester Regular Examination December 2023

Course Name:	IT Skills for Management and Technology Platforms	Course Code	C113		
Roll No.		Marks	60		
Total No. of Questions	6	Duration	3 Hours		
Total No. of printed pages	3	Date	29-12-2023		
Course Outcome Statements:					
CO1: Remember the Shortcut Ways to speed up the work.					
CO2: Basic understanding of IT Skills for Management and Technology Platform					
CO3: Application of basic IT and computer techniques and tools in the business context					
CO4: Analyse/ connect the importance of Data Management for effective decision-making					
CO5: Evaluate the Application of IT across the industries.					
Instructions: -			Marks	BL	CO
Q. No 1 (All Questions are Compulsory)					
Q. No.	Questions				
Q. 1	Case-let				
	a.	<p>ABC Enterprises, founded in 2018-2019 a growing Indian fashion e-commerce company headquartered in Bengaluru, is looking to revamp its online presence by integrating Artificial Intelligence (AI) technologies into its website development and related process improvement. The top management has formed the project team consisting of five members who have a good know-how in the specific AI and website development area and also have the required IT skills to navigate the complexities such as data privacy, algorithmic transparency, the impact on user experience of AI-driven website solutions, etc.</p> <p>ABC Enterprises aims to implement AI algorithms to enhance user experience, personalize content recommendations, and optimize website performance. The project team is tasked with developing the necessary IT skills to oversee the integration of AI technologies into the website development to take the competitive advantage of the same and handling customer queries/ grievance 24*7 effectively to enrich their online buying experience.</p>			
	Answer the following questions: -				
	a.	Analyze and list the potential challenges associated with integrating AI into website development and management.	6	Level 4	CO4
	b.	As a core member of a project team, recommend the probable changes to overcome the potential challenges.	6	Level 5	CO5
Q. 2	Answer Any one from the following.				
	a.	Evaluate the feasibility of implementing emerging technologies in management education with the relevant examples.	6	Level 5	CO5
	b.	Computer Applications help the organization to grow it's business. Do you agree with this statement? Justify your answer with respect to the banking industry.	6	Level 5	CO5
Q. 3	Answer Any one from the following.				
	a.	Examine the following data and using the proper lookup function, find out the bill number of an item of LG brand. Also mention the meaning of every parameter and finally write down the answer as well:	6	Level 4	CO4

		A	B	C	D	E	F																																																						
		1	Bill no	Vendor's Name	Brand	Rate	Qty	Total																																																					
		2	A-01	Green Apple	Dell	21000	20	420000																																																					
		3	A-02	Computech	SONY	20000	50	1000000																																																					
		4	A-03	Galaxy Infotech	HP	25000	10	250000																																																					
		5	A-04	Variety	Lenovo	10000	40	400000																																																					
		6	A-05	Compucraze	LG	15000	5	75000																																																					
		7	A-06	A & M	Dell	20000	25	500000																																																					
		8	A-07	Mango	HP	8000	10	80000																																																					
	B	<p>Analyse the following data using the filtering option and mentioning its importance in MS Excel which will help to show the records of only males over the age of 45 without disturbing the original data. List the final records which will be displayed after using the option.</p> <table border="1"> <thead> <tr> <th>ID</th> <th>Name</th> <th>Age</th> <th>Gender</th> <th>Country</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>Kedar</td> <td>38</td> <td>Male</td> <td>India</td> </tr> <tr> <td>2</td> <td>Jane</td> <td>25</td> <td>Female</td> <td>USA</td> </tr> <tr> <td>3</td> <td>David</td> <td>45</td> <td>Male</td> <td>Germany</td> </tr> <tr> <td>4</td> <td>Sarah</td> <td>35</td> <td>Female</td> <td>UAE</td> </tr> <tr> <td>5</td> <td>Michael</td> <td>46</td> <td>Male</td> <td>Australia</td> </tr> <tr> <td>6</td> <td>Lisa</td> <td>48</td> <td>Female</td> <td>UK</td> </tr> <tr> <td>7</td> <td>Jason</td> <td>42</td> <td>Male</td> <td>Russia</td> </tr> <tr> <td>8</td> <td>Sunil</td> <td>31</td> <td>Male</td> <td>India</td> </tr> <tr> <td>9</td> <td>Misaki</td> <td>32</td> <td>Female</td> <td>Japan</td> </tr> </tbody> </table>							ID	Name	Age	Gender	Country	1	Kedar	38	Male	India	2	Jane	25	Female	USA	3	David	45	Male	Germany	4	Sarah	35	Female	UAE	5	Michael	46	Male	Australia	6	Lisa	48	Female	UK	7	Jason	42	Male	Russia	8	Sunil	31	Male	India	9	Misaki	32	Female	Japan		Level 4	CO4
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Q. 4	Answer Any two from the following.																																																												
	a.	<p>Solve the following problem by showing the prices of the remaining computer items from Keyboard in 'B' column by applying the proper AI tool in MS Excel. Also mention the importance and application of this AI tool.</p> <table border="1"> <thead> <tr> <th></th> <th>A</th> <th>B</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>Name of Computer Item</td> <td>Approx. Price</td> </tr> <tr> <td>2</td> <td>Laptop (Basic): ₹60,000</td> <td>60,000</td> </tr> <tr> <td>3</td> <td>Desktop PC: ₹50,000</td> <td>50,000</td> </tr> <tr> <td>4</td> <td>Monitor (Full HD): ₹6,000</td> <td>6,000</td> </tr> <tr> <td>5</td> <td>Keyboard (Standard): ₹500</td> <td></td> </tr> <tr> <td>6</td> <td>Mouse (Wired): ₹600</td> <td></td> </tr> <tr> <td>7</td> <td>External Hard Drive: ₹4,000</td> <td></td> </tr> <tr> <td>8</td> <td>SSD: ₹3,500</td> <td></td> </tr> <tr> <td>9</td> <td>RAM: ₹3,000</td> <td></td> </tr> <tr> <td>10</td> <td>Graphics Card (Mid-range): ₹20,000</td> <td></td> </tr> <tr> <td>11</td> <td>Motherboard (Mid-range): ₹6,000</td> <td></td> </tr> <tr> <td>12</td> <td>CPU (Mid-range): ₹20,000</td> <td></td> </tr> </tbody> </table>								A	B	1	Name of Computer Item	Approx. Price	2	Laptop (Basic): ₹60,000	60,000	3	Desktop PC: ₹50,000	50,000	4	Monitor (Full HD): ₹6,000	6,000	5	Keyboard (Standard): ₹500		6	Mouse (Wired): ₹600		7	External Hard Drive: ₹4,000		8	SSD: ₹3,500		9	RAM: ₹3,000		10	Graphics Card (Mid-range): ₹20,000		11	Motherboard (Mid-range): ₹6,000		12	CPU (Mid-range): ₹20,000			6	Level 3	CO3										
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	b	<p>Based on the following data, identify and apply the correct option in MS Excel to forecast the number of downloads for next 15 days and mention the importance and application of this option in other areas with relevant examples.</p>								6	Level 3	CO3																																																	

		A	B				
		1	Date	Number of Downloads			
		2	01/11/23	4378			
		3	02/11/23	3412			
		4	03/11/23	1836			
		5	04/11/23	3008			
		6	05/11/23	3198			
		7	06/11/23	1472			
		8	07/11/23	3423			
		9	08/11/23	2067			
		10	09/11/23	1215			
		11	10/11/23	3650			
		12	11/11/23	2684			
		13	12/11/23	1765			
	c.	<p>Ms. Anita wants to plan her monthly budget and need to determine how much she can spend on entertainment while staying within her overall budget.</p> <p>The details are as follows:</p> <ol style="list-style-type: none"> 1. Initial Budget: Her initial budget for the month is \$2,000. 2. Fixed Expenses: She has fixed expenses like rent, utilities, and groceries that amount to \$1,500. 3. Desired Savings: She wants to save \$300 from your monthly income. 4. Variable Expenses: She wants to allocate the remaining budget for variable expenses, including entertainment. <p>As an expert, use the Goal Seek option in MS Excel to determine the maximum amount Ms. Anita can spend on entertainment while still meeting your savings goal.</p>			6	Level 3	CO3
Q. 5		Answer Any two from the following.					
	a.	<p>Compare and explain purchase and sales vouchers in Tally by taking one financial transaction of each voucher.</p>			6	Level 2	CO2
	b.	<p>Illustrate the AI tool for ppt creation that will be effectively utilized to create a compelling product presentation for a client.</p>			6	Level 2	CO2
	c.	<p>Explain Domain Names and Web hosting concepts in detail with the relevant examples.</p>			6	Level 2	CO2
Q. 6		Answer Any two from the following.					
	a.	<p>When and why, you will use Microsoft Word software? Which AI Add-ins will help to get the relevant contents for your letter?</p>			6	Level 1	CO1
	b.	<p>What is RDBMS? Elaborate minimum 4 key benefits of RDBMS.</p>			6	Level 1	CO1
	c.	<p>Why are IT skills important in management? List the top 3 in-demand IT skills to boost the career in 2024.</p>			6	Level 1	CO1