**PVP21**

Code No: **21BA1T7**

# I MBA - I Semester Regular/ Supplementary Examinations
# FEBRUARY – 2024

# DIGITAL TECHNOLOGIES FOR MANAGEMENT

Duration: 3 Hours Max. Marks: 70

Note: 1. This question paper contains three Parts-A, Part-B and Part-C.
2. Part-A contains 8 short answer questions. Answer any **Five** Questions. Each Question carries 2 Marks.
3. Part-B contains 5 essay questions with an internal choice from each unit. Each Question carries 10 marks.
4. Part-C contains one Case Study for 10 Marks.
5. All parts of Question paper must be answered in one place

BL – Blooms Level CO – Course Outcome

## PART - A

| | | BL | CO |
|---|---|---|---|
| 1. a) | What is digital technology? | L1 | CO1 |
| 1. b) | What is Block chain technology? | L2 | CO2 |
| 1. c) | List out the differences between 4G and 5G. | L2 | CO2 |
| 1. d) | What are the characteristics of MIS? | L2 | CO3 |
| 1. e) | What is system development life cycle? | L1 | CO4 |
| 1. f) | Describe the e-applications. | L2 | CO2 |
| 1. g) | What is DSS is used for business? | L2 | CO5 |
| 1. h) | What is virtual reality? | L1 | CO2 |

## PART – B

| | | | BL | CO | Max. Marks |
|---|---|---|---|---|---|
| **UNIT – I** | | | | | |
| 2. | a) | Interpret the key cyber security challenges and strategies that managers need to be aware of in today's digital landscape. | L3 | CO1 | 5 M |
| | b) | Illustrate the concepts of digital technologies in an organization. | L3 | CO1 | 5 M |
| OR | | | | | |

| | | | | | |
|---|---|---|---|---|---|
| 3. | a) | Illustrate the key considerations for selecting and implementing enterprise software solutions to improve our internal processes. | L3 | CO1 | 5 M |
| | b) | Explain the impact of digital technologies in industry. | L4 | CO1 | 5 M |
| | | **UNIT – II** | | | |
| 4. | a) | Analyze the best practices for managing digital transformation initiatives within the organization. | L4 | CO2 | 5 M |
| | b) | "Internet of Things (IoT) is playing significant role in the present competitive environment" Comment on this statement. | L2 | CO2 | 5 M |
| | | OR | | | |
| 5. | a) | What role can artificial intelligence and automation play in optimizing business processes? Explain in detail. | L4 | CO2 | 5 M |
| | b) | How can robotics be integrated into our Indian manufacturing processes to improve efficiency and product quality? | L3 | CO2 | 5 M |
| | | **UNIT-III** | | | |
| 6. | a) | Explain the key considerations should be taken into account when implementing MIS. | L4 | CO3 | 5 M |
| | b) | Briefly explain MIS development process with an example. | L4 | CO3 | 5 M |
| | | OR | | | |
| 7. | a) | How can an organization leverage a Management Information System (MIS) to enhance decision-making, data analysis, and overall operational efficiency? | L4 | CO3 | 5 M |
| | b) | Illustrate the specific measurable improvements can we expect to see in the organization's performance and decision-making processes after implementing an MIS. | L3 | CO3 | 5 M |

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|---|---|---|---|---|---|
| **UNIT – IV** | | | | | |
| 8. | a) | What is system development model? Explain in detail. | L4 | CO4 | 5 M |
| | b) | Analyze the key steps and methodologies involved in system analysis and design. | L4 | CO4 | 5 M |
| OR | | | | | |
| 9. | a) | How can Object-Oriented Analysis (OOA) techniques be applied to design and develop software solutions? | L4 | CO4 | 5 M |
| | b) | How can a thorough system analysis process contribute to identifying and addressing potential bottlenecks within the organizations? | L4 | CO4 | 5 M |
| **UNIT – V** | | | | | |
| 10. | a) | Illustrate knowledge management system with an example. | L3 | CO5 | 5 M |
| | b) | What is GDSS software? Explain in detail. | L2 | CO5 | 5 M |
| OR | | | | | |
| 11. | a) | Explain the role of KBES in MIS. | L2 | CO5 | 5 M |
| | b) | Interpret the security challenges in e-enterprises. | L3 | CO5 | 5 M |

## PART –C

| | | | BL | CO | Max. Marks |
|---|---|---|---|---|---|
| 12. | **Information System in Restaurant**<br>A waiter takes an order at a table, and then enters it online via one of the six terminals located in the restaurant dining room. The order is routed to a printer in the appropriate preparation area: the cold item printer if it is a *salad*, the hot-item printer if it is a hot *sandwich* or the bar printer if it is a *drink*. A customer's meal check-listing (bill) the items ordered and the respective prices are automatically generated. This ordering system eliminates the old three-carbon-copy guest check system as well as any problems | | L4 | CO1<br>CO2<br>CO3<br>CO4<br>CO5 | 10 M |

caused by a waiter's handwriting. When the kitchen runs out of a food item, the cooks send out an 'out of stock' message, which will be displayed on the dining room terminals when waiters try to order that item. This gives the waiters faster feedback, enabling them to give better service to the customers. Other system features aid management in the planning and control of their restaurant business. The system provides up-to-the-minute information on the food items ordered and breaks out percentages showing sales of each item versus total sales. This helps management plan menus according to customers' tastes. The system also compares the weekly sales totals versus food costs, allowing planning for tighter cost controls. In addition, whenever an order is voided, the reasons for the void are keyed in. This may help later in management decisions, especially if the voids consistently related to food or service. Acceptance of the system by the users is exceptionally high since the waiters and waitresses were involved in the selection and design process. All potential users were asked to give their impressions and ideas about the various systems available before one was chosen.

**Questions:**

1. In the light of the system, describe the decisions to be made in the area of strategic planning, managerial control and operational control? What information would you require to make such decisions?
2. What would make the system a more complete MIS rather than just doing transaction processing?
3. Explain the probable effects that making the system more formal would have on the customers and the management.