

Reg. No.

--	--	--	--	--	--	--	--	--	--

MBAH 404

I Semester M.B.A. Degree Examination, May/June 2022

(Regular and Repeater)

BUSINESS ADMINISTRATION

Information Technology and Business

Time : 3 Hours

Max. Marks : 70

Sri Dharmasthala Manjunatheshwara
College of Business Management, Mangalore
Post Graduate Centre for Management
Studies and Research Library

SECTION – A

(Compulsory)

Note : Answer to the question should **not** exceed **six** pages. **(1×15=15)**

1. Define the term Information Technology. Discuss the application of IT in Communication and Business.

SECTION – B

Note : Answer **any five** of the following. Answer to **each** question should **not** exceed **five** pages. **(5×8=40)**

2. Explain the term DBMS. Discuss in detail, the applications of DBMS in the present business scenario.
3. Discuss the use of MS PowerPoint. Explain in detail various steps involved in making a presentation more effective and presentable.
4. Explain the Major Issues of Internet.
5. Explain briefly about office automation system.
6. Discuss the various challenges to E-commerce.
7. Explain the importance of Electronic Data Interchange (EDI) in E-commerce.
8. Explain the use of Mail Merge function in MS Word. Discuss in detail various steps to apply Mail Merge in MS word.

P.T.O.



SECTION – C
(Compulsory)

Note : Answer to the question should **not** exceed **six** pages. **(1×15=15)**

9. Analyse the following case study.

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 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 :

- a) 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 ?
 - b) What would make the system a more complete MIS rather than just doing transaction processing ?
-