Reg. No.

MBAH 404

I Semester M.B.A. Degree Examination, June 2023
BUSINESS ADMINISTRATION
Information Technology and Business

Time : 3 Hours

Max. Marks : 70

SECTION – A
(Compulsory)

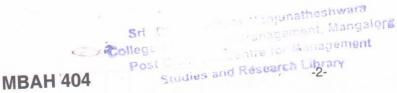**Note :** Answer to the question should **not** exceed **six** pages.   (1×15=15)

1. Critically evaluate the management information system and mention its relation between Enterprise resource planning.

SECTION – B

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

2. Explain the advantages of Database for business organization.

3. What are Internet Security Services ? Explain each one of them with an example.

4. Discuss in detail the utility of Power Point Presentation.

5. What are computer networks ? Explain different types of computer network.

6. Describe the current E-commerce scenario in India.

7. Describe the functionality of Decision Support System.

8. Explain the importance of Electronic Data Interchange (EDI) in E-commerce.

SECTION – C

(Compulsory)

(1×15=15)

Note : Answer to the question should **not** exceed **six** pages.

9. Analyse the following case and answer the questions below.

Apollo Tyres is a leading tyre manufacturer in India. The company has four manufacturing units in India, two in South Africa and two in Zimbabwe. It has a network of around 4500 dealerships in India, of which over 3000 are exclusive outlets, and nearly 230 multi brand Dunlop Accredited Dealers in South Africa and Zimbabwe. "Unstoppable IT" is part of Apollo Tyre's overall IT strategy derived out of its philosophy of having services available at all times. This concept is woven around "Anywhere, Anytime, Any Device" whereby a complete set of IT systems, processes and capability are deployed for availability, confidentiality and integrity of information. As part of this strategy, Apollo aggregated and centralized data for anywhere and anytime access through its employees and dealer portals. Achieving Anywhere, Anytime connectivity was not a difficult task; the real challenge lay in identifying and determining an appropriate device which could fit into company's IT deployment strategy. The key requirements were application deployment capability and remote device manageability and the company considered various mobile devices and PDA's in these respects. Apollo Tyres was also looking at devices which could continue to work and store data locally in the network; the company's IT department did a few pilot tests to check the proof of the concept of some of these devices. The key applications identified for such a deployment were the common baseline applications aimed at enabling the sales force, including e-mail access. Upon scanning the market for device capabilities, it was felt that an enterprise-wide BlackBerry deployment met the requirements of access to e-mail and applications through a single device. When the evaluations were being carried out, BlackBerry scored in terms of email. E-mail access on the move was critical for management level executions within the company.

Having homed in on the device, Apollo Tyres started looking at the application deployment capability for the BlackBerry. SAP is the transaction backend for Apollo Tyres. E-mail enabled BlackBerry Enterprise Server which had been a success with Apollo. The company is also at the next phase for applications deployment using the Enterprise Server. There was relief within the middle and senior management after the deployment of BlackBerry Enterprise Solution. This not only enabled the top management to stay in touch with the systems and people continuously, it also resolved the issue of management taking their laptops just to access their e-mail. The teams travelling abroad have benefited the most with this solution.

Questions :

a) What was the enterprise IT strategy the company followed ?

b) What is the role that Internet and Mobile technologies can play in building Apollo's IT strategy ?

c) List the major benefits that the company has achieved by the introduction of new technology.