

MBA I Semester Regular Examinations December/January 2017/2018

**INFORMATION TECHNOLOGY FOR MANAGERS**

(For students admitted in 2017 only)

Time: 3 hours

Max. Marks: 60

**SECTION – A**

(Answer the following: (05 X 10 = 50 Marks)

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1 Explain the role of IT in business.

**OR**

2 Explain the strategies for gaining IT advantage.

3 What are the data access methods?

**OR**

4 Discuss about types of data processing.

5 Explain the formulae and functions in MS-Excel.

**OR**

6 How to customize presentations? Explain.

7 Explain about types of data communication networks.

**OR**

8 What is computer network? Explain the concepts of computer network.

9 What is ERP? Briefly explain the various ERP packages.

**OR**

10 Explain about emerging trends in information technology.

**SECTION – B**

(Compulsory question, 01 X 10 = 10 Marks)

11 **Case Study:**

**Blue Cross Blue Shield and Warner Bros.: The ROI of Storage Area Networks**

Blue Cross Blue Shield of Tennessee Inc. has spent between \$3 million and \$3.5 million over the past three years on a storage-area network (SAN) that includes 40TB of disk and tape storage. That may seem like a hefty capital investment, especially in storage, which is increasingly considered a commodity item. But you must also consider the savings, says Bob Venable, enterprise systems manager at the Chattanooga-based health insurer. They amount to more than \$1.5 million per year and come largely from reductions in the time and labor costs related to identifying and solving storage-related problems.

Blue Cross BlueShield's return on investment is impressive, but it's also far from typical. In fact, experts say there's no such thing as typical when it comes to cost savings from SANs, since there's no single formula for calculating their cost. Instead, the cost of implementing and running a SAN can vary tremendously, depending on a company's existing equipment, storage needs, and planned acquisitions. The same variables also affect a company's ROI.

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Storage area networks are high-speed local area networks dedicated to providing high-performance data storage for many companies today. SANs cut data storage costs by connecting servers, storage systems, and backup devices to allow centralized storage management and real time reallocation of data storage. "This is a data center management team's nirvana," Says David Cyganski, a professor of electrical and computer engineering at Worcester Polytechnic Institute in Worcester, Massachusetts.

But comparing the costs of implementing and running a SAN with those for other storage systems, such as direct-attached storage or network-attached storage (NAS), is tricky. The initial costs associated with a SAN are significantly higher, but the long-term payoffs are much greater, experts say. "If I compare the storage costs of buying servers and managing them on a server-by-server basis and the costs of buying a SAN and managing it from a centralized place, the purchase cost is maybe four times higher with a SAN, but the total cost of ownership is about half," says Bob Passmore, an analyst at Garnet Inc., in Stamford, Connecticut.

Don Cawthorne is a user-turned-vendor who was working at Northern Trust Bank in Chicago five years ago when it decided to build a SAN infrastructure. SANs were still in their infancy at the time. Cawthorne budgeted \$1.7 million for about a half-dozen servers. But technological advancements have resulted in a huge drop in SAN costs and a big increase in SAN performance. Today, a SAN for six servers would cost only a fraction of the amount he paid, says Cawthorne, who is now director of SAN architecture at SANcast Technologies Inc. in San Jose.

Still, what goes into a SAN now depends on factors such as how large a network is and the class of equipment to be used. "Cost is driven very much by the complexity of the situation," Passmore says. However, users often find that the cost savings they accrue are well worth the price. They also report intangible benefits, such as having more floor space available in the data center after converting to a SAN.

Anthony Lloyd, vice president of computer operations at motion picture company, Warner Bros., recovered about 35 percent of his data center's floor space when he installed four storage area networks. This will allow for better planning as he brings in more hardware, he says. Although it's nice to have extra floor space, users, analysts, and vendors say the real advantage of SANs comes from better management of storage.

Before implementing SANs at New York-based Warner Bros., Lloyd had problems projecting what his storage needs and costs would be. "We were immediately able to fix that in the SAN environment." He says. What's more, he estimates that a total investment of about \$1.3 million has already yielded about \$700,000 in saving over the past year as a result of less downtime and more efficient use of resources.

Now Warner Bros. procures new storage every quarter instead of almost every week. And Lloyd says that because he buys in bulk, he gets better discounts. He also can now generate reports for Warner's business departments to show them how much storage they have available, how much they've used, and how much the additional storage will cost them.

"The cost reductions come in terms of storage management and higher availability," says Arun Tancja, an analyst at the Enterprise Storage Group Inc. in Milford, Massachusetts. "Your data's available all the time: it's not crashing. There's easier storage management, easier implementation of storage applications. Any costs you invest in SANs are oftentimes recovered in a matter of months, not years."

**Questions:**

- (a) What is a storage area network? Why are many companies installing SANs?
- (b) What are the reasons for the quick payback on SAN investments?
- (c) What are the challenges and alternatives to SANs as a data storage technology?

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**Code: 14E00107**

MBA I Semester Regular & Supplementary Examinations December/January 2016/2017

**INFORMATION TECHNOLOGY FOR MANAGERS**

(For students admitted in 2014, 2015 & 2016 only)

Time: 3 hours

Max. Marks: 60

All questions carry equal marks

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**SECTION – A**

Answer the following: (05 X 10 = 50 Marks)

1 What is computer memory? Explain the primary memory storage devices.

**OR**

2 Draw the block diagram of computer and also explain its functions.

3 Write a detailed note on entry-relationship model and network model.

**OR**

4 Discuss the various types of operating systems.

5 Describe the important components in MS-power point.

**OR**

6 Describe the common functions in MS-EXCEL.

7 Discuss about the services provided by internet.

**OR**

8 What is intranet? Describe the architecture of intranet.

9 Explain the physical components of information systems.

**OR**

10 Give an overview of security issues in information technology.

**SECTION – B**

(Compulsory Question)

01 X 10 = 10 Marks

11 **Case study:**

Write a program to prepare a presentation with your personal profile, college profile and visiting card in MS-power point.

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**Code: 14E00107**

MBA I Semester Regular & Supplementary Examinations December/January 2015/2016

**INFORMATION TECHNOLOGY FOR MANAGERS**

(For students admitted in 2014 & 2015 only)

Time: 3 hours

Max. Marks: 60

All questions carry equal marks

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**SECTION – A**

Answer the following: (05 X 10 = 50 Marks)

- 1 Briefly discuss the various output technologies.  
**OR**
- 2 What is number system? Explain the various types of number system with examples.
- 3 What do you understand by programming language? Describe the features of programming languages.  
**OR**
- 4 Define DBMS. Explain the various data models with examples.
- 5 Explain the various business applications of MS-power point presentations.  
**OR**
- 6 Explain the procedure for creating a Pie chart using MS-EXCEL.
- 7 What is internet? Discuss the communication and web services provided by the internet.  
**OR**
- 8 Explain the concept, components and working of world wide web.
- 9 Explain in detail about the various management support systems in information technology.  
**OR**
- 10 Briefly discuss the emerging trends in information technology.

**SECTION – B**

(Compulsory Question)

01 X 10 = 10 Marks

- 11 **Case study:**  
Assume that your University is organizing a programme on 'Management Education: Challenge and opportunities' for management students. Prepare a presentation that lists the programme, presentation should contain appropriate clipart. Also format the presentation (bold, italics, font size, font colour) wherever necessary, create the presentation using templates.  
Create a slide that shows the time schedule, name of the University, place of the University, topic, name of the person, time allocated etc., for the presentation. Use table for creating this presentation.

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Code: 14E00107

MBA I Semester Supplementary Examinations August 2015

**INFORMATION TECHNOLOGY FOR MANAGERS**

(For students admitted in 2014 only)

Time: 3 hours

Max. Marks: 60

All questions carry equal marks

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**SECTION – A**

Answer the following: (05 X 10 = 50 Marks)

- 1 Explain the generations and features of computers.  
(OR)
- 2 List out the types of number systems in computer technology. Illustrate each with one example.
- 3 What do you mean by data? Explain the concepts and models of DBMS.  
(OR)
- 4 Discuss the functions, role and importance of operating system.
- 5 Explain various steps in preparation of effective presentation in MS-Power Point.  
(OR)
- 6 What is the procedure to create a letter and send it to 10 members of your friends by using mail merge option in MS-Word?
- 7 What do you mean by browsing? Explain the features of various applications used for browsing in internet.  
(OR)
- 8 Discuss about the network technology.
- 9 Brief out the advantages and types of information systems.  
(OR)
- 10 What is Hacking? Describe about different types of hacking in internet technology.

**SECTION – B**

(Compulsory Question)

01 X 10 = 10 Marks

**11 Case study:**

Write a programme to prepare a Work Book for employee details with Employee No. , Name, Basic salary, HRA, DA, PF, IT, Gross salary, Net salary and category of the employee with if condition and different formulas in MS-Excel.

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Code: 14E00107

MBA I Semester Regular Examinations February/March 2015

**INFORMATION TECHNOLOGY FOR MANAGERS**

(For students admitted in 2014 only)

Time: 3 hours

Max. Marks: 60

All questions carry equal marks

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**SECTION – A**

Answer the following: (05 X 10 = 50 Marks)

- 1 What is a computer? Explain in detail by using block diagram.  
(OR)
- 2 Discuss various types and advantages of computers.
- 3 Explain the components of a computer.  
(OR)
- 4 What is an operating system? Enumerate various types of operating systems.
- 5 Explain the features and any 10 menu options in MS-Word application.  
(OR)
- 6 What are the applications of MS-Excel? Discuss about fill, sort, formula, pivot table and chart options with one example.
- 7 Describe about various types of data communication medias.  
(OR)
- 8 What is network? Explain different types and operation of networks.
- 9 What are the concepts and components of information system?  
(OR)
- 10 Why computer security is needed for the computer and how malicious software is useful to protect the computer?

**SECTION – B**

(Compulsory Question)

01 X 10 = 10 Marks

- 11 Case study:  
Write a program to prepare a presentation with your personal resume, visiting card, marks memo and your college profile in MS-Power point.

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