



SF-7819

B. E. IV (Sem. VIII) (I.T.) Examination
May / June - 2011
Information Technology & Management
(Elective - I)

Time : 3 Hours]

[Total Marks : 100

Instructions :

(1)

नीचे दृशविले निशानीवाणी विगतो उत्तरवडी पर अवश्य लपवी. Fillup strictly the details of signs on your answer book.	Seat No. :
Name of the Examination :	<input type="text"/>
<input type="text" value="B. E. 4 (Sem. 8) (I.T.)"/>	<input type="text"/>
Name of the Subject :	<input type="text"/>
<input type="text" value="Information Tech. & Management : (Elective - 1)"/>	<input type="text"/>
Subject Code No. : <input type="text" value="7"/> <input type="text" value="8"/> <input type="text" value="1"/> <input type="text" value="9"/>	<input type="text"/>
Section No. (1, 2,.....) : <input type="text" value="Nil"/>	<input type="text"/>
	Student's Signature

- (2) Figures to extreme **right** indicate maximum marks.
(3) Make **necessary** assumptions, if required.
(4) Draw neat sketches to support your answers when required.

1 (a) Answer the following : 10

- (i) Give real world example of cybernetic system.
- (ii) Define the term : Agility
- (iii) Give the full form of CTD.
- (iv) What is the job of IS Specialists in IS Model ?
- (v) State difference between 'Lock-in-customers' and 'Lock-out competitors'.
- (vi) "DSS and MIS, which are more decision oriented than TPS." Correct this statement if incorrect.
- (vii) What is meant by software piracy ?
- (viii) Which is the main purpose behind creating a virtual company ?
- (ix) Why a good company does hire a CTO ?
- (x) State true or false :
"Customer-focused business should use web-enabled technology for business growth and future survival".

	(b) (i)	Elaborate Michael Porter's classic model of competitive strategy.	7
		(ii) "Collaborative Approach serves two purposes, survival and profits, for two or more than two organizations." Give the proper justification for this with appropriate illustration.	3
2	(a)	Attempt the following : (any two)	12
	(i)	What do you mean by following in terms of customer-focused business :	
		(a) Make loyal customers feel special with personalization.	
		(b) Give all employees a complete view of each customer.	
	(ii)	Discuss data warehouse and data mining with examples.	
	(iii)	Can Firewall be used to protect employees for doing illegal activities in web-enabled organization ? State yes or no with proper views.	
	(b)	Discuss the following term in brief :	3
	(i)	AITP	
	(ii)	Intranet.	
3	(a)	Discuss IS model with neat sketches.	8
	(b)	List out Internet Abuses with their explanations.	7
OR			
	(a)	Write detailed note on :	8
	(i)	TQM	
	(ii)	BPR.	
	(b)	What AI techniques can a business use to improve computer security and fight with computer crime ?	7
4	(a)	Answer the following :	10
	(i)	Define : CIM	
	(ii)	Define : EAI	
	(iii)	Define : SSL	
	(iv)	Define : Neutral network	
	(v)	Define : OLAP.	
	(b)	Explain CRM in detail.	10

- 5 (a) Explain virtual reality and expert system. 7
- OR**
- (a) Discuss Copyright, Logo and Trademark with examples. 7
- (b) Answer any **two** : 8
- (i) Discuss Computer integrated manufacturing.
 - (ii) Explain Accounting information systems with example.
 - (iii) Elaborate Portal based CRM with proper illustration.,
- 6 (a) Explain B2B e-commerce in detail. 7
- (b) Write a short note on the following : (any **two**) 8
- (i) Enterprise Collaboration systems
 - (ii) Role of SCM in e-business
 - (iii) E-commerce revenue activities.
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