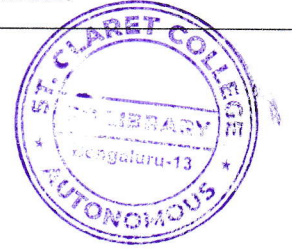


St. Clare College

Autonomous, Bengaluru

ROLL NO:

DATE:



PG END SEMESTER EXAMINATION-SEPT 2026

MBA SECOND SEMESTER

MBA 2124 : TECHNOLOGY FOR MANAGEMENT

TIME: 3 hours.

MAX. MARKS: 70

This paper contains TWO printed pages and FOUR parts

Instructions:

1. Verify and ensure that the question paper is completely printed.
2. Any discrepancies or questions about the exam paper must be reported to the COE within 1 hour after the examination.
3. Students must check the course title and course code before answering the questions.

PART-A

Answer SEVEN questions out of NINE. Each answer carries TWO marks.

[2x7 = 14]

1. Differentiate between data and information.
2. List any two applications of Artificial Intelligence in business.
3. Mention two reasons for the failure of MIS.
4. What is a Data Flow Diagram (DFD)?
5. State two advantages of E-commerce over traditional commerce.
6. Define Cybercrime and give one example.
7. What is ergonomics in the context of IT?
8. Write two uses of MS-Excel in business decision-making.
9. What is Business Process Reengineering (BPR)?

PART-B

Answer any FOUR questions out of SIX. Each answer carries FIVE marks.

[4x5=20]

10. Explain any one type of information system with suitable example.
11. Discuss the components of MIS and their role in decision-making.
12. Briefly explain the stages in the System Development Life Cycle (SDLC).
13. What are the challenges in implementing E-commerce in India?
14. Write a short note on technology ethics and cyber theft.
15. Explain three features of MS-PowerPoint that help in making effective business presentations.

PART-C

Answer any TWO questions out of FOUR. Each answer carries TEN marks.

[10X2=20]

16. Your company plans to implement a Decision Support System (DSS) for sales forecasting. As a manager, explain how you would determine requirements, choose the system and integrate it successfully.
17. Differentiate between the Waterfall, Prototype and Spiral models of system development with examples.
18. A startup is launching an online marketplace for handmade products and is concerned about technology adoption and e-security. Suggest ways to boost platform adoption and ensure secure, private online transactions.
19. Analyze the impact of IT on business environments with reference to health, social and ethical issues.

PART-D

Answer the following.

[16X1=16]

20. TechMart, a mid-sized e-commerce company, has been experiencing steady growth and an expanding customer base in recent years. However, with this rapid growth, the company has also begun to encounter significant challenges, particularly in the area of online transactions. Several incidents of security breaches and increasing attempts of cyber theft have raised serious concerns about the safety of its payment systems. At the same time, customers have started voicing complaints about data privacy issues, including the unauthorized use and potential misuse of their personal and financial information. These problems have not only impacted customer trust but also posed a threat to the company's reputation in the highly competitive e-commerce industry. Recognizing the gravity of the situation, the management of TechMart is now exploring options to upgrade its existing e-commerce platform with more robust security measures. Alongside technical upgrades, the company is also considering the introduction of stricter IT ethics policies to ensure transparency, accountability, and the ethical use of customer data, thereby restoring consumer confidence and safeguarding the long-term sustainability of the business.

Questions:

- a) Identify the key *E-Security challenges* faced by TechMart.
- b) Suggest measures to enhance *cybersecurity* and protect customer privacy.
- (c) Discuss the *ethical responsibilities* of the company in dealing with customers' data.
