

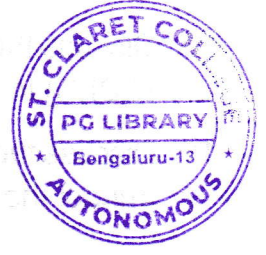


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**II Semester M.B.A. (Day and Eve.) Examination,
December 2024/January 2025
(CBCS – 2021-22 Onwards)
MANAGEMENT**

Paper – 2.1 : Technology for Management



Time : 3 Hours

Max. Marks : 70

SECTION – A

Answer **any five** out of the following questions. **Each** question carries **5** marks.

(5×5=25)

1. What is Strategic Information System, and how does it differ from regular Information System ?
2. Identify and explain the reasons why MIS implementations often fail within organizations, despite careful planning ?
3. Briefly describe the role of Data Flow Diagrams (DFDs) and Context Diagrams in the System Development Life Cycle (SDLC).
4. Differentiate between technology adoption and technology diffusion.
5. Discuss the ethical impact of emerging technologies like the Internet of Things (IoT) and Mobile Commerce (M-Commerce) on business houses.
6. Discuss how MS-Excel can be utilized in data analysis for creating complex reports.
7. Analyze the security challenges that organizations face in managing internet privacy, with a particular focus on cyber crimes.

SECTION – B

Answer **any three** out of the following questions. **Each** question carries **10** marks.

(3×10=30)

8. Discuss how a combination of Management Information System (MIS), Decision Support System (DSS), and Enterprise Collaboration System (ECS) could benefit an E-Commerce company in streamlining its operations.
9. Explain the concept of Relational Database Management System (RDBMS) and discuss how the relational model has influenced recent trends in Database Management Systems.

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10. Discuss the various stages of the Information Systems Development Life Cycle (SDLC) in detail.
11. Discuss the stages of innovation diffusion process and analyze how these stages impact the adoption of new technologies within organizations.

SECTION – C

12. Case Study (**Compulsory** Question)

(1×15=15)

The Royal Cricket Club (RCC), a prestigious cricket club with a rich history, faced several challenges in managing its operations effectively. With a growing number of players, matches and administrative tasks, the club realized the need for a robust Management Information System (MIS) to streamline operations, enhance performance analysis, and improve decision-making processes. The RCC struggled with

- Inefficient data management regarding player statistics, training schedules, and match results.
- Lack of centralized information leading to poor communication between coaching staff, players and management.
- Difficulty in analyzing player performance and strategizing for upcoming matches due to scattered data sources.

Questions :

- a) What features could be integrated into the MIS to enhance its functionality for the Royal Cricket Club ?
- b) How can the club ensure data security and privacy, especially concerning player health and performance data ?
- c) In what ways can sports teams benefit from adopting MIS solutions to improve their operational efficiency ?