

3M6345

Roll No. : _____

Total Printed Pages : 3

3M6345

M. B. A. (Sem. III) (Main / Back) Examination, December-2010
Group : Information Technology Management (Minor Elective)
M-325 : Strategic Management of Information Technology

Time : 3 Hours]

[Total Marks : 70
[Min. Passing Marks : 28

The question paper is divided in two sections.

There are sections A and B. Section A contains 6 questions out of which the candidate is required to attempt any 4 questions.

*Section B contains short case study/application base 1 question which is **compulsory**.*

*All questions are carrying **equal** marks.*

Use of following supporting material is permitted during examination.
(Mentioned in form No. 205)

1. _____ Nil _____

2. _____ Nil _____

SECTION - A

- 1 (i) What do you mean by information, system and also explain the term Management Information System (MIS) and its importance.
(ii) What is the role of MIS (Management Information System) in today's Competitive business environment.
- 2 How we can classify the information system, also explain its functional area in context with management.
- 3 Write short notes on the following :
 - (i) Outsourcing
 - (ii) DSS
 - (iii) ESS
 - (iv) Creative learning
 - (v) DBMS/RDBMS

- 4 Explain the term Information Technology and its importance, need and its impact on an organization's structure as well as society.
- 5 Explain the role of CEO in an organization, also explain the framework and steps in the strategic planning by CEO for improving the worth of an organization.
- 6 Explain how an IT manager provides good leadership and can improve the worth of an organization and also brief the need for absorption of MIS in an organization.

SECTION - B

Case Study

Your right to privacy is a concern to us. At Rediff on the netwave we are helping you maintain control over your personal data while fostering the growth of a more interactive environment. Below are the guidelines we use for protecting the information you provide during a visit to our website.

In a few areas on our website, we ask you to provide information that will enable us to enhance your web site visit or follow up with you after your visit. It is completely optional for you to participate. We request information from you when you :

- Register on Rediff on the Net
- Provide feedback on an online survey
- Participate in a sweepstakes offer
- Request email notifications of your order status.
- Subscribe to a newsletter or a mailing list.

In each of the substance above, we ask for your name, email address, and other appropriate personal information that would be needed to register for or subscribe to these services or offers. In the case of newsletter or mailing lists, you will be able to "unsubscribe" to these mailing at any time.

The information you provide will be kept confidential and will be used only to support your customer relationship with Rediff on

<http://www.rtuonline.com>

the Net. Information regarding you or your order and the products you purchase will not be disclosed or sold to any outside organization.

New technologies are emerging on the internet that helps us deliver customized visitor experience. At Rediff on the net, we primarily use "Cookies" to help us determine which service and support information is appropriate to your machine and to maintain your shopping experience in our online store. Our use of this technology does not mean that we automatically know any information about you. We might be able to ascertain what type of computer you are using, but beyond that, our use of cookies is designed only to provide you with a better experience when using www.rediff.com. Rediff on the net has no desire or intent to infringe on your privacy while using the Rediff on the Netsite and we will never provide your personal information to anyone else.

Questions :

- (1) Identify the guidelines "rediff" is using for protecting personal information.
- (2) How "rediff" is using cookies in customized experience?

<http://www.rtuonline.com>

Whatsapp @ 9300930012

Your old paper & get 10/-

पुराने पेपर्स भेजे और 10 रुपये पायें,

Paytm or Google Pay से

<http://www.rtuonline.com>