



GL BAJAJ

Institute of Management & Research

Approved by A.I.C.T.E., Ministry of HRD, Govt. of India

Roll No.....

Plot No. 2, Knowledge Park-III, Greater Noida (U.P.) –201306

POST GRADUATE DIPLOMA IN MANAGEMENT (2020-22) END TERM EXAMINATION (TERM -I)

Subject Name: **Information Technology for Managers**

Time: **02.30 hrs**

Sub. Code: **PG-05**

Max Marks: **60**

Note:

All questions are compulsory. Section A carries 10 marks: 5 questions of 2 marks each, Section B carries 30 marks having 3 questions (with internal choice question in each) of 10 marks each and Section C carries 20 marks one Case Study having 2 questions of 10 marks each.

SECTION - A

Attempt all questions. All questions are compulsory.

2×5 = 10 Marks

Q. 1 (A): Distinguish between Systems and Application Programs. Give two examples of each.

Q. 1 (B): Differentiate between Web Page and Web Site. Explain with the help of an example.

Q. 1 (C): What are the primary and secondary storage devices?

Q. 1 (D): What are the different generations of computer system explain them all with an example of each?

Q. 1 (E): Compare between Computer Hardware and Computer Software. Give three examples of each.

SECTION - B

10 x 3 = 30 Marks

All questions are compulsory (Each question has an internal choice. Attempt any one (either A or B) from the internal choice)

Q. 2: A. What are the different topologies in Networking? Explain all of them with the help of an example?

Or

Q. 2: B. What is TCP/IP? Why is domain name preferred over IP addressing?

Q. 3: A. What do you mean by Mobile Commerce? List and explain the infrastructure needed for Mobile Commerce.

or

Q. 3: B. Write the difference between Hardcopy & Softcopy. Explain with the help of an example.

Q. 4: A. Information Technology applied to various functional areas of management such as Marketing, Banking, Human Resource, Finance & Operation Research. Comment.

or

Q. 4 B. The Internet has transformed the shape and form of business enterprises. Do you agree? Give reasons for your answer.

SECTION - C

Read the case and answer the questions

10×02 = 20 Marks

Q. 5: SMALL TOWN INTERNET BUSINESS

Despite the fact that few rural areas have access to high-speed Internet connections supposedly required for successful e-commerce ventures, more and more examples of thriving small-town Internet business are cropping up. Prior to the development of e-commerce, web site simply delivered web pages to users who were making requests through their browsers for HTML pages. Web site software was appropriately quite simple – it consisted of a server machine running basic web server software.

Malgudi district is famous for special variety of small grain rice that has a distinctive taste and specially used to make delicious sweetened rice dishes. It had a niche market, but without any organized procurement and marketing system. The people of the state mostly depended on relative and contacts to get a small quantity of this rice from the villages in Malgudi. The rice variety gave slightly lower yields than the average and its market and price was so uncertain that most farmers were going in for regular varieties whose yield was higher. The government support price was the same for all these varieties. So villagers grew only a little of the 'Local Rice' for personal consumption and for relatives.

It was evident that if this rice could be marketed properly, it would fetch a good market and great price. The district council took on the task of assessing the market and organized the farmers to grow a larger quantity of this variety in the coming season. A co-operative was formed with the membership of all stakeholders. All proceedings of the co-operative body were available on the Internet and its working was entirely transparent and participatory. There was no possibility it's becoming an instrument for serving vested interest. It was arranged to procure this rice by involving private merchants in a scheme on a profit-sharing basis and to get it packed and branded as Malgudi rice. A few recipes for sweet rice preparation were printed on the pack. The rice was sold through marketing networks and orders were also taken on the district web site. The web site was used to keep in contacts with farmers and distributors. When market glut was expected, the information was passed down to the farmers, who then controlled production and storage pattern accordingly. The meeting and the decision of the co-operative were posted on the Internet and were open to comments. Since all the farmers had stakes in the ventures, they kept track on what went on through their village Internet nodes. The brand was doing exceptionally well in the market and the farmers were now assured of a good steady income.

Questions:

Q5 (A): Why Malgudi special variety of small grain rice was being produced in small quantity for personal consumption and for relatives? What are the basic system and business functionalities an e-commerce site should contain?

Q5 (B): What infrastructure needs to be added to the district web site to make it a fully functional e-commerce site?

Mapping of Questions with Course Outcome

Question Number	COs	Marks Allocated
Q. 1:	CO1	10 marks
Q. 2:	CO2	10 marks
Q. 3:	CO3	10 marks
Q. 4:	CO4	10 marks
Q. 5:	CO5	20 marks

Note: Font: Times New Roman, Font size: 12.