

FACULTY OF MANAGEMENT

M.B.A. (CBCS) I – Semester Examination, February 2017

Subject: IT Applications for Management

Open Elective – II

Paper Code – MB – 105

Time: 3 Hours

Max.Marks: 80

Note: Answer all the questions from Part-A and Part-B.

Each question carries 4 marks in Part-A and 12 marks in Part-B.

PART – A (5x4 = 20 Marks)

[Short Answer Type]

- 1 Operational Information Systems
- 2 Importance of Internet
- 3 Types of DSS
- 4 Cloud computing
- 5 Types of Firewall

PART – B (5x12 = 60 Marks)

[Essay Answer Type]

- 6 a) Explain the concept of information system. Discuss the need for information systems at present.
OR
b) What do you understand by strategic information systems? Give some examples.
- 7 a) What is meant by wireless networking? What are its advantages and disadvantages?
OR
b) What are the significant characteristics of Multimedia?
- 8 a) What do you understand by the concept of Database? What are the types of data bases?
OR
b) What is meant by Intelligent System? Briefly explain about types of intelligent systems.
- 9 a) "E-Commerce is playing a vital role in the changing IT environment in India". Discuss.
OR
b) Outline the advantages of Mobile Computing.
- 10 a) Briefly write about the need for implementation of cyber laws in India.
OR
b) Explain the salient features of IT Act.

FACULTY OF MANAGEMENT

M.B.A. (CBCS) I – Semester Examination, February 2017

Subject: Business Communications

Open Elective – II

Paper – BM – 105

Time: 3 Hours

Max.Marks: 80

Note: Answer all the questions from Part-A and Part-B.

Each question carries 4 marks in Part-A and 12 marks in Part-B.

PART – A (5x4 = 20 Marks)

[Short Answer Type]

- 1 Explain importance of feedback
- 2 What do you mean by negotiation?
- 3 What is persuasive speaking?
- 4 Explain the meaning of Speaking from impromptu.
- 5 Why do firms manage relations with government?

PART – B (5x12 = 60 Marks)

[Essay Answer Type]

- 6 a) Describe the process of communication. Also explain the barriers to communication.
OR
b) Explain the stages of listening process. What are the essential of good listening.
- 7 a) Briefly explain various approaches to non-verbal communication.
OR
b) Critically evaluate various ingredients of making negotiation process effective.
- 8 a) Explain briefly the process of planning and delivering a presentation.
OR
b) Discuss the various commemorative speeches.
- 9 a) Explain the importance of formatting and presentation in preparing a good report.
OR
b) Prepare and present your resume to market yourself as HR manager in an MNC located in Bangalore.
- 10 a) Discuss various means and ways of managing governing power.
OR
b) What is crisis communication? Explain measures to be adopted to make crisis communication effective.

FACULTY OF MANAGEMENT

M.B.A. (CBCS) I – Semester Examination, February 2017

Subject: Customers Relationship Management

Open Elective – II

Paper Code – MB – 105

Time: 3 Hours

Max.Marks: 80

Note: Answer all the questions from Part-A and Part-B.

Each question carries 4 marks in Part-A and 12 marks in Part-B.

PART – A (5x4 = 20 Marks)

[Short Answer Type]

Note: Answer all the questions in not more than one page each.

- 1 Cost Benefit Analysis
- 2 Customer Retention
- 3 CRM Strategy
- 4 Campaign Management
- 5 Road map performance

PART – B (5x12 = 60 Marks)

[Essay Answer Type]

Note: Answer all the questions by using internal choice in not exceeding 4 pages each.

- 6 a) What are factors responsible for growth of CRM?
OR
b) Discuss the evolution of CRM.
- 7 a) What are the parameters of measurement of customer satisfaction?
OR
b) Describe the Customer Retention strategies with suitable examples.
- 8 a) Discuss the steps involved in planning for CRM.
OR
b) Explain the requirements of Data Analysis in CRM.
- 9 a) State how customer satisfaction for call centre is measured.
OR
b) What are the marketing strategies of CRM? Explain.
- 10 a) Describe the steps to be followed before implementing CRM.
OR
b) How do you measure the CRM performance? Explain.
