

**FACULTY OF MANAGEMENT**

**M.B.A. (CBCS) I – Semester Examination, July / August 2017**

**Subject: IT Application 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 Management Information System
- 2 Network Topologies
- 3 Intelligent Agent
- 4 Electronic Data Interchange (EDI)
- 5 Cyber Policy

**PART – B (5x12 = 60 Marks)**

**[Essay Answer Type]**

- 6 a) What do you understand by Information System? Examine the need and importance of Information Systems.  
**OR**  
b) Write briefly about different categories of Information Systems.
- 7 a) Define 'Multimedia'. What are the characteristics of Multimedia?  
**OR**  
b) "Internet has changed the IT environment in India". Discuss.
- 8 a) What is meant by DSS? Briefly write about types of DSS.  
**OR**  
b) What do you understand by Intelligent System? What are the types of Intelligent Systems?
- 9 a) Describe briefly about the advantages and disadvantages of Mobile Applications.  
**OR**  
b) "E-Commerce has gained lot of importance in the present day changing business environment". Discuss.
- 10 a) What are the salient features of IT Act?  
**OR**  
b) What is Firewall? What are the types of Firewall?

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**FACULTY OF MANAGEMENT**

**M.B.A. (CBCS) I – Semester Examination, July / August 2017**

**Subject: Business Communication**

**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 What is spasmodic listening?
- 2 What are the functions of non-verbal communication?
- 3 What do you mean by audience analysis?
- 4 What are the essentials of a good report?
- 5 Explain the importance of media relations.

**PART – B (5x12 = 60 Marks)**

**[Essay Answer Type]**

- 6 a) Explain the process of communication.  
**OR**  
b) Discuss the importance and principles of feedback.
- 7 a) Explain the characteristics of non-verbal communication  
**OR**  
b) Define negotiation and explain the procedure for conducting the negotiations.
- 8 a) Explain the various types of speeches.  
**OR**  
b) Describe various dimensions of non-verbal presentations.
- 9 a) Give a brief note on different types of reports.  
**OR**  
b) What are essentials of making business communication effective?
- 10 a) Discuss the frame work for managing healthy investor relations.  
**OR**  
b) Discuss the means and ways of managing governing power.

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**FACULTY OF MANAGEMENT**

**M.B.A. (CBCS) I – Semester Examination, July / August 2017**

**Subject: Customer Relationship Management**

**Open Elective – II**

**Paper Code – 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]**

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

- 1 Customer Profitability
- 2 Customer Satisfaction
- 3 Customer Strategy Grid
- 4 Call Centres
- 5 CRM Metrics

**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 do you mean by CRM? Discuss the benefits and scope of CRM.  
**OR**  
b) Examine CRM and Relationship marketing.
- 7 a) How to increase the loyalty of a customer? Explain with examples.  
**OR**  
b) Discuss the basic concepts of CRM.
- 8 a) Discuss the strategy development process of CRM.  
**OR**  
b) What are the steps involved in process of CRM planning?
- 9 a) Briefly explain the initiatives of CRM Marketing.  
**OR**  
b) Elaborate the nature and importance of Sales Force Automation.
- 10 a) Explain the role of Information Technology staff and integration experts as team members for implementing CRM.  
**OR**  
b) What are the challenges in implementing the CRM?

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