

FACULTY OF MANAGEMENT

M.B.A. I – Semester (CBCS) Examination, January 2019

Subject: I.T. Applications for Management

Paper – MB – 105

Open Elective – II

Time: 3 Hours

Max.Marks: 80

PART – A (5x4 = 20 Marks)

[Short Answer Type]

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

- 1 Explain the characteristics of an information system
- 2 What is System Software?
- 3 Write a short note on Strategic Information Systems
- 4 What is e-commerce?
- 5 Define:
 - i) Security threat
 - ii) Vulnerability
 - iii) Passive attack, and
 - iv) Active attack

PART – B (5x12 = 60 Marks)

[Essay Answer Type]

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

- 6 a) List out and explain various categories of Information Systems along with their characteristics.
OR
b) Explain in detail about the significance of Operational Support Systems and Management Support Systems.
- 7 a) Explain the characteristics and elements of Multimedia.
OR
b) Define Data Communication. Explain about various layers in communication system.
- 8 a) Define summary report, exception report and detailed report generated in MIS.
OR
b) What is the relation between AI systems and expert systems?
- 9 a) Discuss the importance and activities of online advertising.
OR
b) Explain the advantages and disadvantages of Mobile Applications.
- 10 a) What is the significance of key in cryptography?
OR
b) Discuss the importance of digital signature in IS security mechanism.

FACULTY OF MANAGEMENT

M.B.A. I – Semester (CBCS) Examination, January 2019

Subject: Business Communications

Paper Code – MB – 105

Open Elective - II

Time: 3 Hours

Max.Marks: 80

PART – A (5x4 = 20 Marks)

[Short Answer Type]

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

- 1 Importance of feed back
- 2 Significance of negotiation
- 3 Audience analysis
- 4 Structure of reports
- 5 Crisis Communication.

PART – B (5x12 = 60 Marks)

[Essay Answer Type]

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

- 6 a) Explain the importance and benefits of effective communication.
OR
b) What is listening? How do you improve the listening competence?
- 7 a) Discuss the functions of non-verbal communication.
OR
b) Bring out the stages in conducting the negotiations.
- 8 a) Explain the process of planning and delivering effective presentation.
OR
b) Explain briefly various methods of speaking.
- 9 a) Discuss different types of reports.
OR
b) List out the aspects that should be placed in resume to make it more effective.
- 10 a) Discuss the essentials for building better relations with media.
OR
b) Explain the career building process with examples.

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M.B.A. I – Semester (CBCS) Examination, January 2019

Subject: Customer Relationship Management

Paper Code – MB – 105

Open Elective – II

Time: 3 Hours

Max.Marks: 80

PART – A (5x4 = 20 Marks)

[Short Answer Type]

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

- 1 Benefits of CRM
- 2 Customer Loyalty
- 3 Setting CRM Objectives
- 4 Call Centre
- 5 Problems in implementing CRM

PART – B (5x12 = 60 Marks)

[Essay Answer Type]

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

- 6 a) What is CRM? Explain the significance of CRM for an organization.
OR
b) What are the types of CRM? How does collaborative CRM help the companies to improve their business?
- 7 a) Explain the concepts of Customer Value and Customer Centricity.
OR
b) What is customer retention? Discuss briefly various strategies that organizations can follow to retain customers.
- 8 a) What is CRM strategy? Describe Customer Strategy Grid.
OR
b) Explain the elements of a CRM plan.
- 9 a) What is Sales Force Automation? Describe how SFA supports sales function of a company.
OR
b) Explain need and importance of implementing CRM in service sector.
- 10 a) Describe steps involved in CRM implementation.
OR
b) Discuss challenges faced by companies in implementing CRM.
