

Q.P. Code: 35381

Max. Marks: 40

Duration: 2 Hrs

**Note:**

- (1) Q.1 is compulsory
- (2) Attempt any three questions from remaining five.
- (3) Each question carries equal marks.

Question No.		Max. Marks
Q. 1 (a)	What is the significance of Information Technology in Business Organizations?	5
(b)	What is the role of Chief Technology Officer as related to Technology Management?	5
Q. 2 (a)	What are the challenges posed by strategic Information systems? How do you address them?	5
(b)	Discuss the aspects of good Information Technology Management and the factors to be considered in implementing it.	5
Q. 3 (a)	What is Business Process Reengineering? How does it influences Business?	5
(b)	How the Data Base Management system helps Businesses to achieve excellence?	5
Q.4 (a)	How Customer is the focus of Business success? Explain Customer Relationship Management with a suitable example.	5
(b)	Discuss some of the Decision Support systems to help the management. Why decision making is a critical aspect of business?	5
Q. 5 (a)	How Digital data, Digital Marketing and Digital Business have changed the traditional way of doing Business? What are the advantages?	5
(b)	How internet has revolutionized business? Expalin any two internet explorers and their characteristics.	5
Q.6	Write short notes on (Any Two)	10
(a)	Open Source and Licensed Software	
(b)	Intranet, uses and its management	
(c)	Software used for Database Management Systems	

\*\*\*\*\*