**PVP21**

Code No: **21BA1T7**

# I MBA - I Semester Regular Examinations, APRIL -2022

# DIGITAL TECHNOLOGIES FOR MANAGEMENT

Duration: 3 Hours Max. Marks: 70

Note: 1. This question paper contains three Parts-A, Part-B and Part-C.
2. Part-A contains 8 short answer questions. Answer any **Five** Questions. Each Question carries 2 Marks.
3. Part-B contains 5 essay questions with an internal choice from each unit. Each Question carries 10 marks.
4. Part-C contains one Case Study for 10 Marks.
5. All parts of Question paper must be answered in one place

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## PART - A

5 x 2 = 10 M

1. a) Outline about the concepts of digital technologies.
   b) What are the features of 5G?
   c) What is the role of MIS?
   d) Dissect the need for system analysis.
   e) List the DSS applications in E-enterprise.
   f) Identify different digital technologies for management.
   g) Explain the purpose of cloud computing.
   h) Define object oriented analysis.

## PART –B

5 x 10 = 50 M

## UNIT – I

2. Elaborate the scope and characteristics of digital technologies. 10 M

OR

| | | |
|---|---|---|
| 3. | Examine the impact of digital technologies. | 10 M |

## UNIT – II

| | | |
|---|---|---|
| 4. | Dissect the importance of Artificial Intelligence. | 10 M |

OR

| | | |
|---|---|---|
| 5. | Discuss the role of technology in digital transformation. | 10 M |

## UNIT-III

| | | |
|---|---|---|
| 6. | Inspect the development process of management information system. | 10 M |

OR

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|---|---|---|
| 7. | Illustrate the role of management information system. | 10 M |

## UNIT – IV

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|---|---|---|
| 8. | Organize the structured system analysis and design. | 10 M |

OR

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|---|---|---|
| 9. | Summarize the system analysis for the existing system and system analysis for new requirements. | 10 M |

## UNIT – V

| | | |
|---|---|---|
| 10. | Inspect security challenges in E-enterprises. | 10 M |

OR

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|---|---|---|
| 11. | Illustrate knowledge management system and knowledge based expert system. | 10 M |

## PART –C

10 M

## CASE STUDY

12. A waiter takes an order at a table, and then enters it online via one of the six terminals located in the restaurant dining room. The order is routed to a printer in the appropriate preparation area: the cold item printer if it is a *salad*, the hot-item printer if it is a hot *sandwich* or the bar printer if it is a *drink*. A customer's meal check-listing (bill) the items ordered and the respective prices are automatically generated. This ordering system eliminates the old three-carbon-copy guest check system as well as any problems caused by a waiter's handwriting. When the kitchen runs out of a food item, the cooks send out an 'out of stock' message, which will be displayed on the dining room terminals when waiters try to order that item. This gives the waiters faster feedback, enabling them to give better service to the customers. Other system features aid management in the planning and control of their restaurant business. The system provides up-to-the-minute information on the food items ordered and breaks out percentages showing sales of each item versus total sales. This helps management plan menus according to customers' tastes. The system also compares the weekly sales totals versus food costs, allowing planning for tighter cost controls. In addition, whenever an order is voided, the reasons for the void are keyed in. This may help later in management decisions, especially if the voids consistently related to food or service. Acceptance of the system by the users is exceptionally high since the waiters and waitresses were involved in the selection

and design process. All potential users were asked to give their impressions and ideas about the various systems available before one was chosen. In the light of the system, describe the decisions to be made in the area of strategic planning, managerial control and operational control? What information would you require to make such decisions?

Questions:

1. What would make the system a more complete MIS rather than just doing transaction process?
2. Explain the probable effects that making the system more formal would have on the customers and the management.