

Code No: 21BA1T7

**I MBA - I Semester Regular/ Supplementary Examinations
FEBRUARY - 2023**

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

BL – Blooms Level

CO – Course Outcome

PART - A

		BL	CO
1. a)	Explain the different digital technologies for management.	L2	CO1
1. b)	What are the fundamentals of digital transformation?	L2	CO2
1. c)	Infer management as a control system.	L2	CO3
1. d)	What do you understand by system design?	L2	CO4
1. e)	What is DSS and GDSS.	L2	CO5
1. f)	Outline about the concepts of digital technologies.	L2	CO1
1. g)	Explain the basic concept of Block chain.	L2	CO2
1. h)	What are MIS applications?	L2	CO3

PART – B

		BL	CO	Max. Marks
<u>UNIT – I</u>				
2.	Explain the scope and characteristics of digital technologies.	L4	CO1	10 M
OR				
3.	Examine the impact of digital technologies.	L4	CO1	10 M

UNIT – II

4.	Explain the role of technology in digital transformation.	L4	CO2	10 M
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OR

5.	Analyze the importance of Artificial Intelligence.	L4	CO2	10 M
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UNIT-III

6.	Illustrate the role of management information system.	L2	CO3	10 M
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OR

7.	Inspect the development process of management information system.	L4	CO3	10 M
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UNIT – IV

8.	Summarize the system analysis for the existing system and system analysis for new requirements.	L2	CO4	10 M
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OR

9.	Organize the structured system analysis and design.	L3	CO4	10 M
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UNIT – V

10.	Illustrate knowledge management system and knowledge based expert system.	L2	CO5	10 M
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OR

11.	What are the security challenges in E-enterprises.	L2	CO5	10 M
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PART –C

		BL	CO	Max. Marks
12.	Apple Merging Technology, Business, and Entertainment This might sound hard to believe, but a bit more than a decade ago, Apple was on the brink of bankruptcy. Apple Computer Inc., now back from near oblivion, is blazing a trail through the digital world with innovation and creativity that has been missing from the company for the past 20 years. The unique feature of Apple's competitive advantages is that they come from customers and users, not Apple	L4	CO3	10 M

employees. That's right; the company welcomes products created by consumers to sell to consumers, a trend new to business.

Capitalizing on the iPod

With millions of iPods in the hands of consumers, many people are finding ways to capitalize on the product. John Lin created a prototype of a remote control for the iPod and took his prototype to Macworld, where he found success. A few months later, Lin's company had Apple's blessing and a commitment for shelf space in its retail stores. —This is how Apple supports the iPod economy, Lin said. In the iPod-dominated market, hundreds of companies have been inspired to develop more than 500 accessories—everything from rechargers for the car to \$1,500 Fendi bags.

Eric Tong, vice president at Belkin, a cable and peripheral manufacturer, believes that 75 percent of all iPod owners purchase at least one accessory—selling over 30 million accessories to date. With most of the products priced between \$10 and \$200, that puts the iPod economy well over \$300 million and perhaps as high as \$6 billion. Popular iPod accessories include:

Altec Lansing Technologies—iPod speakers and recharger dock (\$150). Belkin—TuneCast mobile FM transmitter (\$40). Etymotic Research—high-end earphones (\$150). Griffin Technology—iTrip FM transmitter (\$35). Kate Spade—Geneva faux-croc mini iPod holder (\$55). Apple—socks set in six colors: green, purple, blue, orange, pink, and gray (\$29). Apple—digital camera connector (\$29).

Capitalizing on the iPhone

Looking at someone using an iPhone is an interesting experience because there is a good chance they are not making a phone call. They could be doing a number of things from playing a game to trading stocks, watching a TV show, or even conducting

business with a mobile version of salesforce.com ‘s customer-management software. In a brilliant strategic move, Apple let outsiders offer software for the iPhone and in less than six months, more than 10,000 applications had been created. In fact, more than 15,000 applications are available at its app store section of iTunes, and they have been downloaded a total of 500 million times. Now, many of the iPhone apps are available for the iPad. The iPhone and iPad app store market is getting so huge relative to other smart phone markets that some developers argue there is little point adapting applications for Google’s Android or any other iPhone competitor. According to Jeff Holden, CEO of Pelago Inc., when he created his social networking company he fully intended to follow the conventional wisdom for how to build a sizable, fast- growing software company: Get your programs on as many platforms and devices as possible. But when he crunched the numbers he came to an interesting business conclusion: The 13 million iPhone owners had already downloaded more applications than the 1.1 billion other cell phone owners! To entrepreneurs, developing a program for the iPhone automatically provides a significantly larger market—almost 94 times larger than its competitors. —Why would I ever build for anything but the iPhone? Holden asked

Questions:

- i) Why are data, information, business intelligence, and knowledge important to Apple? Give an example of each type in relation to the iPad.
- ii) Explain how Apple achieved business success through the use of information, information technology, and people.
- iii) Evaluate how Apple can gain business intelligence through the implementation of a customer relationship management system.