

Questions :

- (a) What PDA content design ideas would you suggest to an online brokerage firm?
- (b) How could a content provider overcome the deficiencies of the small display screen in its effort to alert customers to an important breaking news story?
- (c) What other wireless applications do you think would be successful, in addition to the ones we have mentioned? Explain your reasoning.

MBGN 4003/
MBLG 4001

M.B.A. (General) DEGREE EXAMINATION,
JUNE 2016.

Fourth Semester

INFORMATION TECHNOLOGY AND E-BUSINESS

Time : Three hours Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions out of Eight questions.

1. What are the major roles of Information Systems?
2. What is Information Technologies?
3. What are the features of intranet?
4. Differentiate between the intranet and internet.
5. What is supply chain management?
6. What are the various types of software?
7. Explain the steps involved in System Development Life cycle.
8. What is Computer crime?

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions out of Eight questions.

9. Explain the Types of information systems.
10. Discuss the types of database,
11. Describe the trends in Telecommunications.
12. What is Electronic Payments? Explain its types.
13. Discuss various advantage and disadvantage of Electronic Commerce.
14. "Using information technology for strategic advantage" – Discuss.
15. Explain the major components of Information Technology.
16. Discuss the business derivatives for Global IT.

PART C — (1 × 20 = 20 marks)

One Case Study (Compulsory)

17. E-business

As the industry leader in this technology, RIM is already preparing for what it considers a breakthrough in the way people will use the internet. RIM and others believe that mobile devices will lead the way toward greater reliance

on centralized data base and remote access to records stored there. Because of Blackberries advanced encryption and security features, RIM believes that these devices will eventually be used as "Wireless Wallets" and portable automated teller machines, providing users with password-coded access to their bank accounts wherever they are. The user's funds will remain in the bank until the device is used to pay for a transaction. There would be no loss of funds should the device be lost or stolen. Developers of mobile technologies like the blackberry believe that eventually sensitive information such as an individual's medical history will be retrievable on demand through portable devices whenever and wherever it is needed.

According to eTforecasts. About 40 million subscribers used wireless services in 2000, and sales are expected to continue expanding tremendously in the coming years. To be successful, small hand held wireless devices like the Blackberry and the palm pilot will have to deliver content in a format that is suitable for the size of the display screen. Currently these devices are ideally designed for short voice and data messages. Traditional web pages are not likely to be of much value to mobile users of these devices and firms are likely to face the task of developing content for small-screen displays in addition to their web site.