

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.

<b>Question No.</b>	<b>Max. Marks</b>
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	

\*\*\*\*\*