

**Avinashilingam Institute for Home Science and Higher Education for Women  
Coimbatore-641 043**

**Bachelor's Degree Examination – November 2017**

**III Semester**

**Class: II UG**

**Major :BBA Tourism**

**Time :3 hours**

**Max.Marks: 100**

**15BTOC08–Information Technology for Management**

**Part-A**

**10x1=10**

**Choose the correct answer**

1. The back bone of any organization is \_\_\_\_\_  
a. Information      b. Employee      c. Management      d. Capital
2. AI is the short form of \_\_\_\_\_  
a.Artificial Information      b.Artificial Intelligence      c.Artificial Integration  
d. Accurate Information
3. GDSS is the short form of \_\_\_\_\_  
a.Group Decision Support System      b.Group Discussion Support System  
c.Group Decision Service System      d. Group Discussion Support Source
4. Which of the following is not a class of information system applications?  
a. Database management system      b. Decision support system  
c. Expert system      d. Management information system
5. Flipkart, and Amazon are the best examples for  
a. B2B application      b.B2C application      c.C2B application      d. None of the above
6. Which of the following describes e-commerce?  
a. Doing business electronically      b.Doing business conventionally  
c. Sale of goods      d.All of the above
7. What determines the future IT infrastructure requirements for new equipment and additional network capacity?  
a. Flexibility      b. Performance      c. Capacity planning      d. Benchmark
8. A technique used to gain personal information for the purpose of identity theft, often by e-mail, is called?  
a. Phishing      b. Carding      c. Brand spoofing      d. All of the above
9. E-Commerce and E-Business is all about \_\_\_\_\_  
a. B2B      b. B2C      c. C2B      d. All of the above
10. A business improves its technology so it can better meet customer's wants and needs. This results from a business activity known as  
a. Continuous improvement      b. Organizational structuring.  
c. Employee training.      d. Business process management.

**Part-B**

**5X6=30**

**Answer the following**

**Answer should not exceed 400 words or two pages**

- 11.a. Write a short note on the recent trends in Information Technology  
(or)
- 11.b. Give a brief summary on the transition from old economy to digital economy.
- 12.a. Define Information System and write about the concepts of Information Systems.  
(or)
- 12.b. Write about the classification of Information Systems.
- 13.a. What are the features of E-Business and E-Commerce?  
(or)
- 13.b. Discuss briefly about B2B applications with suitable examples.

: 2 :

- 14.a. Write a short note on Expert Intelligent system.  
(or)  
14.b. Give a brief account on decision support system for individuals.
- 15.a. Discuss the need and importance of Information Privacy.  
(or)  
15.b. Write about the impacts of IT on health and safety of individuals.

**Part C**

**5x12=60**

**Answer the following  
Answer should not exceed 800 words or four pages**

- 16.a. Discuss in detail the role of Information Technology in the modern day businesses.  
(or)  
16.b. Explain the application of IT in various functional departments.
- 17.a. Explain in detail on how IT supports people and organizational activities.  
(or)  
17.b. Write a note on Information System Infrastructure and Architecture.
- 18.a. Give a detailed account on major E-Commerce mechanisms.  
(or)  
18.b. Discuss the nuances of ethical, legal and managerial issues in E-Commerce & E-Business.
- 19.a. Give a brief account on Decision support systems.  
(or)  
19.b. Explain briefly about various Intelligence support systems.
- 20.a. Discuss in detail the impact of IT on Organizations and Individuals.  
(or)  
20.b. List out the social impacts of IT on Employment and Society

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