PG Even Semester (CBCS) Exam., April—2019

BUSINESS ADMINISTRATION

(2nd Semester)

Course No. : MBACC–204

(Information Technology Management)

Full Marks : 70
Pass Marks : 28

Time : 3 hours

*The figures in the margin indicate full marks
for the questions*

Answer **all** the questions

1. Accenture is a global management consulting, technology services and outsourcing company with over 129000 employees in 48 countries. Accenture have no operational headquarter and no formal branches. Accenture's thousands of management and technology consultants are constant on the move across 100 locations in the world.

When a new employee joins, Accenture's system automatically sets up an e-mail account. Managers rely hearing on telephone and e-mail to keep up with their staff and many of them are constantly in motion.

Everyday Accenture's employees log on to the company's internal website, which they access from any where in the world. They do video conferencing and access the system to record where they are working. If an employee wants to travel to London, Chicago or Beizing, he or she uses the system to find a cubicle with a desk in that location and also enable them to share documents. Participants in a single project may be working from different locations. To print a document, a person uses Accenture internal website to click country then office where he/she is working. Accenture outsources about 82% of the IT uses.

Some problems, however require Accenture managers and clients to be 'there in person'. Personal contact is especially useful when sensitive personnel matters must be addressed or when employees need extra motivation and encouragement during hard times. That means more travel and conferences around the clock for Accenture virtual executives.

(3)

Despite these challenges, Accenture believes virtual management works. The company doesn't have to mantain overhead costs for large headquarters which it believes would amount to much more than its extensive travel expenses.

Questions :

(a) What are the advantages of working in a virtual environment infrastructure like the one created by Accenture?

(b) Why does it believe that the virtual infrastructure is necessary?   7+7=14

2. (a) Discuss the following terms :   5+5=10

    (i) VPN

    (ii) RFID

(b) Highlight the differences between mesh topology and tree topology of Network Infrastructure.   4

OR

3. (a) Discuss how you can secure your information system through cryptography.   10

(b) What do you mean by cache memory?   4

(4)

4. BT Group, formerly British Telecom, struggled with data quality problems for a number of years. Poor product inventory data and customer billing errors were hindering its interactions with suppliers and customers. BT Group was spending too much time and effort correcting data.

BT Group started taking data quality seriously in 1997. Nigel Turner, project lead manager for BT data quality programs, identified a data quality 'champion' in each of BT's major lines of business to lead an information management forum. Each information management group targeted specific projects with demonstrable return on investment, such as improving private-inventory record keeping to increase the number of disconnected circuits returned to stock for reuse or correcting names and addresses in marketing data to reduce the number of letters sent to the wrong people. As the project expanded, Turner group centralized data management and develop a data quality methodology that incorporated best practices from inside and outside the company.

By improving the quality of its data, BT Group saved as much as $ 800 million

from improved inventory data and interaction with customers and suppliers and increased revenue through more accurate billing. To maintain a high level of data quality in its databases, BT uses data profiling and cleansing tools from Trillium Software to identify and remove erroneous data on an ongoing basis.

Questions :

(a) What was the impact of data quality problems on BT Group described in the case study?   5

(b) What management, organisational and technological factors caused these problems?   4

(c) How did BT Group solve these problems?   5

5. What do you mean by Client-Server Architecture Network? Discuss the types of Client-Server Architecture known to you.

7+7=14

OR

6. (a) Discuss the concept of search engine.   6

(b) Explain the following terms :   4+4=8
   (i) TCP/IP connectivity
   (ii) Web 2

7. Discuss the CIA triad of cloud computing. Mention the steps the companies may opt to evaluate privacy in cloud computing.   7+7=14

OR

8. (a) Discuss the different dimensions of knowledge management systems.

(b) Explain in brief the different stages in Decision Support System.

(c) Discuss the role of ERP in today's business.   4+5+5=14

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