

PG Even Semester (CBCS) Exam., April—2018

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** questions

1. Having implemented various IT tools including ERP, CRM, Barcodes and Autotex. Jaipur Rugs has only made carpet-weaving a more efficient business but also improved the lives of the poor. Weavers across India. "When you know how to work with the limitations of technology you learn to make the most of it. Technology must not kill creativity and he ensured that this does not happen in Jaipur Rugs" Nand Kishore Chaudhary, the founder said. Chaudhary did

away with middleman by exploiting technology and leveraging it to link between company and weavers. Jaipur Rugs implemented ERP, CRM, AutoCAD. From daily data processing and reports to preparing customized designs to payments to the artisans, Jaipur Rugs has created a unique social upliftment entrepreneurship which directly benefited 40000 weavers and resulted in making 20000 carpets in a year to 200000 carpets in a year.

Discuss elaborately how Jaipur Rugs leveraged technology to establish a unique social entrepreneurship and bring glories to the organization and society at large. 14

2. (a) Explain the concept of public key and private key cryptography in securing information. 7
- (b) Highlight different types of hazard affecting information systems. 7

OR

3. (a) Explain different types of secondary storage known to you. 7
- (b) Write a C program to check whether a number is odd or even. 7

(3)

4. Founded in 1853, Indian Railways is the world's second largest railway network with nearly 7000 stations and 72000 miles of track which carries over 23 million passengers daily on more than 12000 trains. The Indian Railways have counter ticketing, e-ticketing, I-ticketing systems.

Challenges :

While the e-ticketing systems definitely made it easier to buy tickets but problems created with the unique Tatkal System in one day in advance. During Tatkal hour, the system secured to be overloaded and crashed. Customers often could not book tickets. Even if tickets were booked it took more than 15 minutes. The system was made in 2002 which had serious problems.

In 2014, CRIS experts initiated a new system to increase the performance and enable concurrent workloads. It made efficient the back office database.

Benefits :

It supported more than 200000 customers without impacting system performance. Whereas in past only 40000 concurrent users would have slowed the system.

- (a) Explain the concept of Denial of services with respect to the case. 4

(4)

- (b) Explain the type of database and architecture of database generally used by Indian Railways at the back office. 10

5. (a) Discuss how a search engine works. 7
(b) Describe different types of tool used in search engines. 7

OR

6. Discuss about the following terms : 7+7=14
(a) IP address and TCP
(b) FTTP and HTTP
7. Discuss how to manage knowledge in
(a) social networking environment and
(b) crowd sourcing environment. 7+7=14

OR

8. Write short notes on the following : 7+7=14
(a) Clonal computing
(b) ERP
