

PG Even Semester (CBCS) Exam., April—2017

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*

1. Read the following case and answer the following questions :

Linux is gaining ground in almost all spheres of computing from small desktop configuration to high end cluster design for mission—critical work environment. Thus, Haldia Dock Complex (HDC) has a uniquely designed Linux installation with an active-active cluster set-up, which is considered as one of the best of its kind. This has ensured efficiency and cost effectiveness.

It manages day-to-day operations on Linux for heavy-duty work applications.

The officials at HDC were keen on modernizing their IT and administrative network infrastructure. At the same time, they were studying the cost effectiveness of implementing a solution to handle the overall load balancing that was required at the complex. This set-up involved several major players including (a) IBM, which supplied the machines and its custom DB2 software in addition to other hardware infrastructure, (b) NIC, which was overall governing council body (unless NIC sanctioned the project, it couldn't take off) and (c) officials from Haldia Complex and Red Hat India, who configured and implemented the active-active cluster. The project of HDC was based on Red Hat Enterprise Linux cluster suite using DB2, a SAN switch (for shared storage), WAS (Web Application System) from IBM and DRS (Disaster Recovery Site) about 8 km away from the main installed base to provide redundancy, all connected over a fibre optic channel network, update the following :

(a) What do you mean by IT infrastructure?

(b) Discuss the IT infrastructure of HDC.

7+7=14

(3)

2. (a) What is the use of RAID in storage?
Differentiate between the various levels
of RAID technology.
- (b) Why does organization plan for SAN?
Discuss. 9+5=14

OR

3. (a) What do you mean by network security?
Discuss various types of internet
security threat and its prevention
techniques.
- (b) Briefly outline the important features of
Microsoft Excel. 7+7=14
4. Explain the following with example : $5+5+4=14$
- (a) Data Mining
- (b) Data Model
- (c) Database Transaction

OR

5. (a) Write a C program to calculate the
return on investment for ABC company.
- (b) Write a short note on Microsoft Access
as a DBMS package. 6+8=14
6. Define protocol suite. Describe various
protocols used for communication over
internet. 6+8=14

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(Turn Over)

(4)

OR

7. Write notes on the following : 7+7=14
- (a) HTTP
- (b) CRM

8. Read the following case and answer the
following questions :

Great Eastern Impex Pvt. Ltd. (GEIPL) was started by Mr. P. C. Jain, chairperson of the company, way back in 1983 as a company providing retail support with its product making, labelling and bar coding items. GEIPL is the first company in India to introduce product identification through bar codes. The company imports labelling and bar code devices from leading manufacturers of the world. With the increase in demands, GEIPL opened four regional offices in four cities viz. Delhi, Mumbai, Kolkata and Bengaluru. Later, a fifth branch was created at Ludhiana.

Main focus—Retail support through bar code technology products distribution and labels manufacturing.

Solution area—Finance and accounts management.

Problem—Managing this kind of a sales network without proper management information systems is very difficult.

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(Continued)

Though, initially it was managed by writing manual books. But Mr. Jain, though belonging to the older generation, is modern in his outlook and approach towards technology. In 1990, he got MIS software created using FoxPro. This program mainly catered to sales billing and debtors' management and could well suffice the needs of the company for a decade.

But at the turn of the century, when the retail boom started to take place, the requirement increased heavily. Need for an integrated system was felt, which could provide proper management of debtors and creditors, inventories, servicing of equipment, production planning and control and wastage control. But the main emphasis were huge accounts receivables. Timely recovery of dues was necessary to strengthen the revenue and funds flow of the company. The existing system was not able to generate aging and outstanding reports in the required way and format. Moreover, the system did not have any query builder that could work on user definable parameters.

Solutions—In the second half of 1999, GEIPL started looking for solutions for the above requirements. A host of packages and vendors were evaluated. The international ERP packages were very costly to implement

and required lot of resources in terms of time and efforts. Finally, there were two local vendors in the fray. One was with a sizeable number of workforce and few clients in the industrial ERP segment, but no knowledge in the label and bar code industry. The other company had a successful software package for retail, but was a relatively new entrant in the ERP segment and had hardly had any reference. But on personal interaction they have given the order to Brainsoft Solutions Pvt. Ltd. for a custom made ERP to suit GEIPL requirements.

Implementation—It was a custom built development and carried the full software development life cycle approach. The ERP package was developed using Visual Basic-6 with Oracle RDBMS. Solutions were developed for the areas like—purchase and supply, sales and distribution, warehouse and inventory, finance and accounts, HR and payroll, production planning and control, service management and fixed assets management.

Benefits—By implementing ERP, GEIPL achieved major benefits in two areas. The first was on order processing. The second

(7)

was on collection of outstanding dues from debtors.

- (a) Was GEIPL's decision to build their own ERP, that too from vendors who did not command expertise in manufacturing sector—a right decision?
- (b) What are the areas that prompted GEIPL to build an ERP system? 7+7=14

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