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MBAS 408

First Semester M.B.A. Degree Examination, January 2019
BUSINESS ADMINISTRATION
Computer Applications in Business

Time : 3 Hours

Max. Marks : 70

SECTION – A
(Compulsory)

Note : Answer to the question should **not** exceed **six** pages. **(1×15=15)**

1. Illustrate and explain the different types of information systems. Discuss how these systems are useful in different functions of business.

SECTION – B

Note : Answer **any five** questions. **Each** question carries **8** marks. Answer to the question should **not** exceed **five** pages. **(5×8=40)**

2. Discuss the important models of E-commerce.
3. “The internet is a driving force behind developments in telecommunications, networks and other information technologies”. Do you agree or disagree ? Why ?
4. Explain how mail merge is useful and efficient. Also write the steps involved in mail merge process.
5. Explain the following types of software with appropriate examples :
 - i) Stand-alone software.
 - ii) Embedded software.
 - iii) Real-time software.
 - iv) Network software.

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6. Give the use of following functions in excel with syntax and example :
if (), Sum if (), Sum (), Upper (); Count (), and average ().
7. Discuss the control issues in MIS.
8. What are the ethical issues in E-Commerce and M-Commerce ?
9. Explain Expert system with an example.

SECTION – C
(Compulsory)

Note : Answer to the question should **not** exceed **six** pages.

(1×15=15)

10. Emerging as a multinational E-commerce company, Amazon has turned out to be leading online retailer offering cloud computing services. Two technologies driving the growth of Amazon has been the integration of customer relationship management and information management to the overall business strategy. Linux has been a core strength behind the technology of Amazon, the IT infrastructure of the organization has been built in such a way that could handle more than millions of operations and also handles queries.

The company has been exposed to threats of storing and securing the credit cards and debit cards information. The company uses the customer relationship management module under enterprise resources management to store personalized information and purchasing trends of its customers which is integrated with the marketing and advertising campaigns of the organization. The sales strategy of Amazon has been very unique that reflects its MIS. The operations of the company have made a transition from a single level sales strategy to that of multi level e-commerce strategy.

The initial growth of the organization was favoured by business to consumer models of selling and business to business mode of operations. The recent development in the E-commerce population has enhanced the interactions between the consumer and the business thus forcing Amazon to give more priority and customization to its IT to value and respect reviews of the customers as a part of their business operations. The exclusion of the retailers has been the signs of growth in Amazon as it allows the customers to sell and buy the products using Amazon as a platform.



The business model of Amazon reflects the management information systems. Elastic cloud computing has been yet another vibrant web service offered by Amazon. The objective of E2C at Amazon has been to serve the developers who work with web scale computing. It offers the end users the complete control over computing actions and lets customers to use the computer environment of Amazon. The pros of E2C computing at Amazon are its ability to save more time there by ignoring the needs of booting a new server. Amazon machine image is being created by the end user to utilize E2C services. The most attractive part of E2C is the feature of paying only for the actual use and also helps the developers to customize their applications so that most common failure scenario is being isolated.

The technology used by Amazon comprises web service, middleware, group ware and most importantly networking. These lay the pillars of management information systems. The enterprise systems that are integrated with the internet are the logistics, accounting and the human resources. The technology and the enterprise systems at Amazon are interconnected with vibrant relational data base management systems which are interdependent on one another.

- 1) What would be the recommendations to sort products and anti-phishing interventions to Amazon as IT manager ?
- 2) How can the company establish customer relationship management interventions across the business operations ?
- 3) Advocate solution to resolve the existing gap between the marketing and sales activities of Amazon.
