BBS / II Sem. – 2012

BUSINESS STUDIES – Paper 204

(Information Technology for Business)

Time : 3 hours   *Maximum Marks : 75*

(Write your Roll No. on the top immediately
on receipt of this question paper.)

Attempt **all** *questions.*

1. Saab cars USA imports more than 37,000 Saab Sedans, convertibles and Wagons annually and distributes the cars to 220 US dealerships. Saab competes in the premium automotive markets and its primary rivals attract customers through aggressive marketing campaigns, reduced prices and inexpensive financing, Saab decided that the answer to beating its competition was not to spend capital on additional advertising, but to invest in Siebel Automotive, a CRM.

    Until recently, the company communicated with its customers through 3 primary channels (i) dealer network (ii) customer assistance centre (iii) lead management centre. Traditionally each channel maintained its own database and this splintered approach to managing customer information caused numerous problems for the company. Analyzing this

information in aggregate was complicated, inefficient & costly.

After implementing the CRM system the call centre employees get a 360 degree view of each customer. These tracking capabilities enable Saab to measure the sales results of specific leads, recommend more efficient selling techniques & target its leads more precisely in the future.

   (i) What are the business benefits of CRM implementation for organisations such as Saab. What other uses of CRM would you recommend.

   (ii) In this context outline four categories of CRM that are being implemented by many companies and how they benefit the business.

   (iii) The business benefits of CRM are not guaranteed and instead prove elusive at many companies. Why ?   (5×3=15)

2.   Attempt any **2** questions :

   (i) Differentiate between LAN and WAN and 3 basic types of network topologies alongwith their advantages & disadvantages. What are some of the business benefits & management challenges of client/server and peer-to-peer networks.   (6)

   (ii) What is a database management system. How does it solve the problems of a traditional file system. Also explain the different components of a DBMS and their purpose.   (6)

   (iii) Which application software packages are the most important for a business end user to know how to use. Explain the reasons for your choices.   (6)

3.   (i) A company can survive and succeed in the long run only if it successfully develops strategies to confront 5 competitive forces that shape the structure of competition in its industry. Explain with an example. How can business managers use investments in information technology to support a firm's competitive strategies ?   (6)

   (ii) What is an expert system ? What are the business conditions that would justify the development of an expert system. List out its advantages and disadvantages.   (6)

4.   (i) What is a data warehouse & what are the phases of building it. One of the main purposes of maintaining a data warehouse is to be able to "mine" it for useful information. Comment with the help of an example.   (6)

   (ii) What do you understand by prototyping ? List out its advantages & disadvantages.   (3)

(iii) What is the difference between parallel, direct, phased and pilot forms of IS conversion in a SDLC. Which conversion strategy is the best? Explain why? (3)

5. Attempt any **2** questions :

(i) The business data goes through a transaction processing cycle. Explain alongwith the objectives of TPS. Give two examples of TPS for competitive advantage. (6)

(ii) Although e-commerce & m-commerce offer many advantages, users must be aware and protect themselves from many threats associated with this technology. Elaborate with examples. (6)

(iii) What benefits & challenges do you see for a company that wants to implement collaborative SCM systems? How would you meet such challenges? (6)

6. Write short notes on any **three** :

(i) B2B, B2C and C2C ecommerce

(ii) Digital signatures & Digital certificates

(iii) Virtual private network & firewall

(iv) SWOT Analysis

(v) Feasibility study in SDLC (4×3=12)