

Code No: 4007

FACULTY OF MANAGEMENT
MBA (CBCS) I-Semester Examination, August 2021
Subject: IT Application for Management
Paper - MBA – 105 (Open Elective – II)

Time: 2 Hours

Max. Marks: 80

PART – A

Note: Answer any four questions.

(4 x 5 = 20 Marks)

- 1 State the categories of Information System
- 2 Distinguish between Hardware and Software Technologies
- 3 What is Artificial Intelligence?
- 4 What is E-Governance
- 5 State the objectives of Cyber Laws

PART – B

Note: Answer any four questions.

(4 x 15 = 60 Marks)

- 6 Explain the role of Information System in Business Operations.
- 7 Discuss the distinguish features of Operational Support and Management Support Systems.
- 8 Describe the characteristics and Elements of Multimedia.
- 9 Explain the uses of various types of Network Topologies.
- 10 What is Decision Support System and state its Architectures.
- 11 Examine the role of Artificial Intelligence in the present Information Era.
- 12 Discuss the essential aspects in Global Information System.
- 13 Examine the advantages and limitations relating to Mobile Applications.
- 14 What is Hacking and explain various measures to overcome Cyber Attacks and Threats.
- 15 Describe the salient features of IT Act in India.

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FACULTY OF MANAGEMENT
M.B.A. I – Semester (CBCS) Examination, August 2021

Subject: Business Communication
Paper – MB – 105
(Open Elective – II)

Time: 2 Hours

Max. Marks: 80

PART – A

Note: Answer any four questions.

(4 x 5 = 20 Marks)

- 1 Types of Communication
- 2 Semantic Barrier
- 3 Composition of Presentation
- 4 Special Reports
- 5 Crisis Communication.

PART – B

Note: Answer any four questions.

(4 x 15 = 60 Marks)

- 6 Define Listening. Explain the factors of a good Listener?
- 7 Elaborate Feedback. Explain the principles of Feedback?
- 8 Verbal Vs Non-verbal Communication – Explain?
- 9 Negotiation is an Intellectual Process – Explain?
- 10 Define Speech. Explain the principles and types of Speech?
- 11 Explain:
 - i) Informative Speech
 - ii) Persuasive Speech
 - iii) Special Occasion Speech
- 12 Define Report. Elaborate on essentials of Good Report?
- 13 Write a letter requesting to grant leave for three days?
- 14 Focus on essentials of better Media Communication. Focus on Investor Relations?
- 15 Describe different factors of managing and means of managing Government Relations and Communication?

FACULTY OF MANAGEMENT
MBA I Semester (CBCS) Examination, August 2021

Subject: Customer Relationship Management
Paper: MB – 105
Open Elective - II

Time: 2 Hours

Max. Marks: 80

PART – A

Note: Answer any four questions.

(4 x 5 = 20 Marks)

- 1 Types of CRM
- 2 Customer Centricity
- 3 Strategy Grid
- 4 Campaign Management
- 5 Road Map

PART – B

Note: Answer any four questions.

(4 x 15 = 60 Marks)

- 6 Describe in brief the emergence of CRM concept and its importance.
- 7 Explain the concept of customer profitability and the contribution of CRM to increasing the profitability.
- 8 Using suitable example explain the various methods through which customer retention is possible.
- 9 Explain the Customer Lifetime Value Model.
- 10 Briefly explain the steps in planning for CRM.
- 11 Explain in brief the outputs of CRM and issues relevant to CRM outputs.
- 12 Sales Force Automation (SFA) is an application of CRM. Explain how SFA can contribute to increasing organisations effectiveness.
- 13 Explain the role of CRM in services sector.
- 14 Briefly explain the problems and issues in implementing CRM.
- 15 Briefly explain the metrics used in measuring CRM.
