

**Programme : Master of Business Administration (Information technology)
(MBA-IT) Semester : I**

Subject Code : 101

Subject : Fundamentals of Information Technology

Attempt any TWO questions from the following

Q1	Discuss the various generation of computer defining the specific types of each generation and the technology employed.
Q2	Briefly explain the Microsoft disk operating system and its various features and commands with the help of examples. Also explain DOS architecture with the help of a diagram.
Q3	Explain the structure of CPU with suitable diagram.
Q4	Define system? Explain the characteristics and elements of System.
Q5	Differentiate between the following giving relevant examples. a) Broadband and Baseband b) Bounded and Unbounded Media c) Gateway and Modem d) Bandwidth and Frequency e) Asynchronous and synchronous transmission

Subject Code: 102

Subject : IT Enabled Services

Attempt any TWO questions from the following

Q1	What is WAP? Explain cellular wireless networks.
Q2	Write short notes on any Two of the following. <ul style="list-style-type: none"> • CRM in Govt. authorities • Help desk for a Credit Card company • Lifetime value
Q3	Write short notes on (i) BPO (ii) CRM
Q4	Outsourcing is an age old strategy'. Explain with examples. Brief on advantages of outsourcing.
Q5	Explain technology or software applications involved in an outbound call center process.

Subject Code: 103

Subject : Managerial Economics

Attempt any TWO questions from the following

Q1	Discuss the salient features and significance of managerial economics.
Q2	What is Law of Demand? State the exceptions to the law of demand.
Q3	Write short notes on (i) Demand forecasting (ii) Deficit financing
Q4	A demand curve always does not slope downwards. Explain.
Q5	Explain the break even analysis.

Subject Code: 104

Subject : Organisational Behaviour

Attempt any TWO questions from the following

Q1	What do you mean by formal and informal group in an organizational setup? Which type of group are more effective and why?
Q2	What is Organizational conflict? Explain the transition in Conflict thought.
Q3	Define Personality? Discuss the various theories of Personality.
Q4	Define Motivation? Discuss the content theories of Motivation.
Q5	Define Leadership? Explain the various styles of leadership.

Subject Code: 105

Subject : Innovation & Technology Management

Attempt any TWO questions from the following

Q1	What is supply chain management? Discuss in detail
Q2	What is Technology Forecasting write in detail?
Q3	Write short notes on (i) EPABX (ii) CDMA Technology
Q4	Application of ERP with example.
Q5	Write a short note on E-Business.

Subject Code: 106

Subject: Managerial Skills Development

Attempt any TWO questions from the following

Q1	What important factors should one keep in mind so as to be effective in presentations?
Q2	What are negotiation skills? What factors should one keep in mind towards being successful in negotiations?
Q3	What are the steps required to conduct an interview? What are the commonly asked questions in an Interview?
Q4	What do you mean by stress management? Analyze reasons for stress and its side effects.
Q5	What is the different Presentation skills required for making an effective presentation?