

**MBGN 4003/MBLG 4001**

M.B.A. DEGREE EXAMINATION,  
DECEMBER 2016/JANUARY 2017.

Fourth Semester

General

**INFORMATION TECHNOLOGY AND E-BUSINESS**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. What do you mean by Information System (IS)?
2. Briefly discuss about the strategic uses of IT.
3. Explain about Relational database.
4. List out WAN's advantages.
5. Describe the phases of Customer Relation Management (CRM).
6. Enumerate three types of E-Payment media.

7. What technology trends have enabled IT-based innovation in business?
8. List out some of the cultural, political and economic challenges faced by IT.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Explain about e-business Integration.
10. Discuss the process of maintaining a data warehouse.
11. Explain in detail about ERP Implementation strategies.
12. Elaborate the growth and futures of E-commerce in India.
13. How the IS planning linked to business planning? Explain this.
14. List out the advantages and disadvantages of proto type.
15. Explain various types of computer crimes.
16. How is cost/benefit analysis used in making investment decisions about information system?

Questions :

- (a) Explain why the case either says or implies that Enron's traders use each of the six types of information system. If there is any reason to believe Enron does not use a particular types of Information system, explain why.
- (b) Ten years ago very few people in the power industry would have anticipated the development of Enron online. Explain why you do or do not believe the entire trading process could be automated. Start explaining what information and knowledge would have to be used.

PART C — (1 × 20 = 20 marks)

(Compulsory)

17. Enron : The World's Largest E-Commerce Website for Commodity transaction.

Enron is a leading energy and communications company based in Houston. It has over 32,000 miles of pipeline and has built or acquired production or distribution facilities as it has moved into other industries. Its traditional business was buying and selling gas and electricity purchasing from public utilities with surplus supplies and selling to utilities that need more. Starting from its base as the dominant player in the U.S. gas and electric power trading it branched out, became the leading gas and power trader in Europe, and also built other trading operations in paper, coal, and plastics. In January 2000 it announced it would begin trading "telecommunications bandwidth", excess capacity on fiber optics networks. It now controls over 10,000 miles of fiber.

In late 1999 it opened Enron Online, an e-commerce site for Enron's trading operations in energy and over areas. Within one year, it has the highest amount of dollar transactions of any e-commerce site in the world. As of October 11,

**MBGN 4005**

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Paper XX – TRAINING AND DEVELOPMENT

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions out of Eight questions.

1. What is job analysis? What are its method?
2. What are the steps involved in manpower planning?
3. What are the different methods of learning?
4. What are the essentials of a good training programme?
5. State the need for training.
6. What are the challenges to effective group brainstorming?
7. Explain the characteristics of OD.
8. What are the important functions of counselling?

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions out of Eight questions.

9. Explain the need and importance of manpower planning.
10. Discuss the various methods available for appraising the performance of employees.
11. Explain the determinants of learning.
12. Enumerate the importance of training.
13. What is transactional analysis? What are its philosophies?
14. Discuss the methods of Training.
15. Explain the various stages of the OD process.
16. What are the objectives of job evaluation? State the different methods of job evaluation.

PART C — (1 × 20 = 20 marks)

Case Study — Compulsory

17. Rajat Sharma has been employed for six months in the accounts section of a large manufacturing company in Faridabad. You have been his supervisor for the past three months. Recently you have been asked by the management to find out the contributions of each employee in the accounts section and monitor carefully whether they are meeting the standards set by you.

A few days back you have completed your formal investigation and with the exception of Rajat, all seem to be meeting the targets set by you. Along with numerous errors, Rajat's work is characterized by low performance-often he does 20 per cent less than the other clerks in the department.

As you look into Rajat's performance review sheets again, you begin to wonder whether some sort of remedial training is needed for people like him.

Questions

- (a) As Rajat's supervisor, can you find out whether the poor performance is due to poor training or to some other cause?
- (b) If you find Rajat has been inadequately trained, how do you go about introducing a remedial training programme?
- (c) If he has been with the company six months, what kind of remedial programme would be best?
- (d) Should you supervise him more closely? Can you do this without making it obvious to him and his co-workers?