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MBA 2 Yr. 2nd Semester (New Scheme)

2019-20 Examination – July, 2021

IT INFRASTRUCTURE MANAGEMENT

Paper : 19IMG22C5

Time : Three hours]　　　　　　[Maximum Marks : 50

Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard, will be entertained after examination.

Note : Attempt all **5** parts of the question in section **A**. Attempt **4** questions selecting *one* question from each unit in section **B**. All questions carry equal marks.

SECTION – A

1. Explain in brief the meaning of following:

　(a) Application programme interface

　(b) Decision support system

　(c) Analytical processing system

　(d) Data visualization

　(e) Future of the networked economy

SECTION – B

UNIT – I

2. What are the cyber security and crime related challenges faced by managers in recent times ? What are the defenses to counter them ?

3. What do you mean by search engine optimization ? What website ranking factors do organizations use as their strategy for search engine optimization ? Why the organic search listings are more valuable than paid search listings for most of the companies.

UNIT – II

4. What is strategic SWOT analysis ? How do the Porter's Competitive Forces Model demonstrate that use of IT can help organizations in achieving competitive advantage ? https://www.mdustudy.com

5. Write a descriptive note on cloud computing and cloud services delivery model.

UNIT – III

6. Explain giving examples the costs of poor quality data. Also, explain the life cycle of data to illustrate the way data travel through an organization.

7. Write short notes on the following :

   (a) Big data and analytics

   (b) Data and text mining

UNIT – IV

8. How networked economy has affected the business environment ? How do information systems help organizations in dealing with business risks ?

9. Develop the homepage of a travel agency 'Hind Bharman' using the HTML tags for italics, bold, underline, center, paragraph and font.