



# GL BAJAJ

Institute of Management & Research

Approved by A.I.C.T.E., Ministry of HRD, Govt. of India

Roll No.....

Plot No. 2, Knowledge Park-III, Greater Noida (U.P.) –201306

## POST GRADUATE DIPLOMA IN MANAGEMENT (2019-21) END TERM EXAMINATION (TERM -I)

Subject Name: **Information Technology for Managers**

Time: **02.00 hrs**

Sub. Code: **PG05**

Max Marks: **50**

**Note:**

- 1. Writing anything except Roll Number on question paper will be deemed as an act of indulging in unfair means and action shall be taken as per rules.**
- 2. All questions are compulsory in Section A, B & C. Section A carries 5 questions of 2 marks each, Section B carries 2 questions of 10 marks each and Section C carries 2 Case Studies of 10 marks each**

**SECTION - A**

**02×05 = 10 Marks**

Q. 1 (A): Differentiate between data and information with suitable example.

Q. 1 (B): Describe the role of Information Technology in the international business. Highlight the important issues in IT in multination transactions.

Q. 1 (C): Discuss the role of information technology in transforming the various activities in marketing and production department.

Q. 1 (D): Discuss the importance of Information Systems for decision making at various stages.

Q. 1 (E): Differentiate between Information Technology and Information Systems.

**SECTION – B**

**10×02 = 20 Marks**

Q. 2: List the importance of MS Excel for the organisations in various roles (Marketing, HR, Sales, Finance). Explain the process of formatting of data and step by step process for Sorting.

Q. 3: How to keep your computer system in good shape? Discuss the process of

- Creating Folders
- Renaming Files
- Copy Data from one drive to another drive
- Managing recycle bin
- Search the files

**Q. 4: Case Study: Big Data for ensuring proper water supply**

The Kerala Water Authority (KWA), Government of Kerala, India is using IBM's Analytics and Mobility solutions to analyze, monitor and manage water distribution in the city of Thiruvananthapuram.

With a population of more than 3.3 million, providing connections with equitable water supply to 210,000 households across divisions/ subdivisions was a challenging task, due to aging pipes, leaking infrastructure and unauthorized use of water. There were huge losses in water distribution with close to 45% of fresh water unaccounted for or wasted due to leakages. Also, without systems in place to monitor and provide real-time visibility into water consumption, it was difficult for KWA to track the performance of water treatment.

KWA was also facing challenges in revenue collection as the billing system was unable to accurately track water consumption by consumers. Today, due to the Big Data analytics system, the data monitored by the IBM systems will help KWA in tracking water meters across the city on consumption, thereby reducing billing anomalies and improving revenue collection by more than 10%. With the solutions, KWA aims to achieve 100 % success in equitable water supply with the ability to monitor and flag irregularities in water usage using sensors and intelligent meters.

- (a) As a manager of the automobile company, define how you can utilize the Big Data Management for business performance enhancement.
- (b) Discuss the strategic advantage from the application of Big Data by KWA.

Q. 5: "Operating Systems play an important role in the functioning of a computer system". What are the major functions of the operating systems and how they impact the performance of computer system. Explain with suitable example.