# UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
## End Semester Examination, December 2018

**Course: MBA General Management**        **Semester: I**

**Programme: IT for Managers**

**Time: 03 hrs.**        **Max. Marks: 100**

**Instructions:**

## SECTION A

| S. No. | Describe in Short | Marks | CO |
|---|---|---|---|
| Q 1 | GIS | 2 | 1 |
| Q 2 | Structured Decisions | 2 | 2 |
| Q 3 | Portal | 2 | 1 |
| Q 4 | Transaction Processing Systems (TPS) | 2 | 1 |
| Q 5 | Disruptive Technologies | 2 | 2 |

## SECTION B

| S. No. | Write Short Notes on Any 5: | Marks | CO |
|---|---|---|---|
| Q 1 | Intellectual Property | 6 | 2 |
| Q 2 | Cookies | 6 | 1 |
| Q 3 | Privacy | 6 | 2 |
| Q 4 | Systems Analyst | 6 | 1 |
| Q 5 | Dashboard | 6 | 2 |
| Q 6 | Drill Down | 6 | 1 |

## SECTION-C

| S. No. | Attempt Any 2 Questions | Marks | CO |
|---|---|---|---|
| Q 1 | Give the various Business Models over the Internet. | 15 | 2 |
| Q 2 | What are "Knowledge Work Systems"? Give Examples. | 15 | 2 |
| Q 3 | Who uses "Business Intelligence"? Elucidate with Applications. | 15 | 2 |

## SECTION-D

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|---|---|---|---|
| Q 1 | Discuss Michael Porter's Competitive Forces Model. How can Information Systems and Technologies help to tackle these forces in a more effective way? | 30 | 3 |