

INFORMATION TECHNOLOGY

Time allowed-1:45 hours

Total Marks-50

[N.B.-The figures in the margin indicate full marks. Questions must be answered in English. Examiner will take account of the quality of language and the manner in which the answers are presented. Different parts, if any, of the same question must be answered in one place in order of sequence.]

	Marks
1. What are the main causes of failure of an organization in using information technology effectively? Indicate how one may address such challenges.	5
2. Describe an alternative to acquiring, installing and maintaining business applications to perform business functions accurately.	5
3. (a) 'Information Technology is an essential part of our everyday life' - Do you agree? If yes, give arguments in favour of your answer.	3
(b) What are the components of Information System? Describe each component.	7
4. Describe the motivation of cross-functional integrated enterprise system in business.	5
5. "Sales force automation is a way to gain a strategic advantage in sales productivity and market responsiveness." -Justify the above assertion.	5
6. One of the key process of e-commerce is profiling and personalizing. How does this process help to make a successful e-commerce site?	5
7. You have created a web store. How do you promote your web store?	5
8. (a) What is Customer Relationship Management (CRM) software?	2
(b) Describe the essential components of CRM.	8

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