

**CODE: 17CE00107**

MBA I Year I Semester Regular Examinations, December 2017

**INFORMATION TECHNOLOGY FOR MANAGERS**

Time: 3 hours

Max Marks: 60

**PART-A**

Answer all **five** units (05 × 10 = 50 Marks)

**UNIT-I**

1. Explain the role of Information Technology in organisations.

OR

2. Define Memory and describe the types of memory.

**UNIT-II**

3. Explain the web browser such as internet explorer importance for internet.

OR

4. Define software and briefly explain the types of system software.

**UNIT-III**

5. Describe the basic concept and functions of MS Word.

OR

6. Explain the process of mail merge.

**UNIT-IV**

7. Explain Microsoft Excel and discuss how it is useful for organisations.

OR

8. Discuss elaborately the most commonly used functions in Excel.

**UNIT-V**

9. Describe the themes, styles and animations in Microsoft Power Point.

OR

10. Define Network. Explain various types of network.

Continued in page 2

**PART-B**

Compulsory Question (01 × 10 = 10 Marks)

**11. Case Study:**

E-Trade Inc. should be gone—just like e Toys, e Auto and everything company founded on belief that prefix e exempted it from all rules of business. So why is e trade not only still alive but posted its largest profit ever. During past five years, e trade has moved beyond a mere online brokerage to become nation's 62nd largest bank with \$17 billion in assets and more than 500,000 accounts. Banking revenues which last year topped \$457 million, 35 per cent of companies total has provided a life-saving cushion. Launched in July 2000, the Commercial Electronics Office is a one stop shop on the web for corporate banking needs, ranging from foreign exchange loan servicing to quarter billion dollar wire transfers. The C.E.O. turned profitable in April 2002, but the real payoff came during next 12 months. As other big banks suffered along with recession wrecked corporate customers, Wells Fargo's Internet based revenues grew 25 per cent. Where do profits come from? Essentially, from nets ability to deepen client relationships. "We found that the longer the customers has been online", says Deny Peltz who now runs the wholesale internet group that Ellis established, "the more our products he is likely to have". The webs success at cross selling makes sense: Regular web users are exposed to all of Well Fargo's banking products when they log on, and the banks sale force emphasizes that if customers sign for new services, they can access them through familiar interface. Like many forays there were some mistakes. For example, Ellis and team originally assumed that C.E.O. needed to be a destination site or portal. But Wells quickly learned that clients didn't care about financial news feeds of e procurement of business supplies. So Ellis and Peltz focus on what customer did want: convenience, instantaneous account information, and most of all, industrial strength security and access controls. Ellis, now executive V.P. for wholesale services, downplays C.E.O.s role in Wells Fargo's corporate banking success. The web is just one of the doors the bank opens to customers he says modestly. But Kovcevich brushes that aside, "I don't think our customers could live without the internet", he says.

- i) How IT is useful for Well Fargo's to earn the profits?
- ii) What can other companies learn from success and mistakes of Wells Fargo e-commerce system?

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