

**M.B.A. (GEN.) SEM-IV / M.B.A.(HR) SEM-IV (2016 Course) CBCS :
SUMMER - 2019**

**SUBJECT: USE OF INFORMATION TECHNOLOGY IN AGRIBUSINESS
MANAGEMENT (AGRIBUSINESS MANAGEMENT)**

Day: Saturday
Date: 04/05/2019

S-2019-2226

Time: 10.00 AM TO 01.00 PM
Max. Marks: 60

N.B.:

- 1) Answer ANY THREE questions from Section I. Each question carries 10 Marks
- 2) Answer ANY TWO questions from Section II. Each question carries 15 Marks.
- 3) Answers to Both the sections to be written in *SAME* answer books.
- 4) Draw a labeled diagram WHEREVER necessary.

SECTION - I

Q.1) Answer the following: (10 Marks X 1 = 10 Marks)

List and explain the Internet, Intranet and Extranet applications along with their advantages.

Q.2) Answer the following: (10 Marks X 1 = 10 Marks)

Elaborate the role of MIS in decision making.

Q.3) Answer the following: (10 Marks X 1 = 10 Marks)

What are business performance management score cards and dashboards?

Q.4) Answer the following: (10 Marks X 1 = 10 Marks)

List the features of MS Word and MS Power Point.

Q.5) Write short notes on the following: Attempt ANY TWO (5 Marks X 2 = 10 Marks)

- a) Types of programming languages
- b) KNOWLEDGE is a firm asset
- c) Business process Redesign

SECTION - II

Q.6) Answer the following: (15 Marks X 1 = 15 Marks)

Discuss the concept of Business Intelligence. How Business intelligence can be applied for Agribusiness Management? State a suitable example.

Q.7) Answer the following: (15 Marks X 1 = 15 Marks)

Distinguish between top management plan, middle management plan and operations management plan in terms of goal scope and content.

Q.8) Answer the following: (15 Marks X 1 = 15 Marks)

What are various Knowledge Management activities applicable to Agribusiness Management?
