

MASTER OF BUSINESS ADMINISTRATION (C.B.C.S.) (2016 COURSE)
M.B.A. Sem - IV : WINTER : 2021
SUBJECT: USE OF INFORMATION TECHNOLOGY IN AGRIBUSINESS
MANAGEMENT

Day : Friday
Date : 04-02-2022

W-15471-2021

Time : 02:00 PM-05:00 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 SEPARATE answer books.
 - 4) Draw a labeled diagram WHEREVER necessary.
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SECTION - I

- Q.1) Answer the following: (10 Marks X 1 = 10 Marks)
How MS Power Point can be utilized as a business tool?
- Q.2) Answer the following: (10 Marks X 1 = 10 Marks)
What is an Operating System? Explain its functions.
- Q.3) Answer the following: (10 Marks X 1 = 10 Marks)
State the characteristics of MIS (Management Information System). How can be MIS used in Agri-based industry?
- Q.4) Answer the following: (10 Marks X 1 = 10 Marks)
What is knowledge management, and what is a knowledge management system? How does the concept of a community of practice relate to knowledge management?
- Q.5) Write short notes on the following: Attempt ANY TWO (5 Marks X 2 = 10 Marks)
- a) CPU (Central Processing Unit)
 - b) B2C Applications Utilizations
 - c) Enterprises Resource Planning System (ERP)

SECTION - II

- Q.6) Answer the following: (15 Marks X 1 = 15 Marks)
Explain the term E-commerce. Elaborate the use of E-commerce in the Agribusiness Management. State a suitable example.
- Q.7) Answer the following: (15 Marks X 1 = 15 Marks)
Explain the terms Online Analytical Processing and querying. Write its application in Agribusiness management.
- Q.8) Answer the following: (15 Marks X 1 = 15 Marks)
MIS implementation is use of IT in business processes is a cultural change in the organization. How would you handle it for smooth changes over from conventional to technology-based management?
