

FACULTY OF MANAGEMENT

M.B.A. I – Semester (CBCS) Examination, October / November 2021

Subject: A. IT Application for Management

Paper – MB – 105 Open Elective – II

Time: 2 Hours

Max. Marks: 80

PART – A

Note: Answer any four questions.

(4 x 5 = 20 Marks)

- 1 What is Computer Based Information Systems?
- 2 What are the Multimedia Applications?
- 3 What is Artificial Intelligence?
- 4 Explain Cloud Computing.
- 5 What is Digital Signature?

PART – B

Note: Answer any four questions.

(4 x 15 = 60 Marks)

- 6 “Information is the key resource for success of business”. Comment, giving the role of information in business today’s information age.
- 7 “Information Systems have been revolutionized with the use of Computers and Information Technology”. Comment, giving varied types of Information Systems.
- 8 “Information Technology Infrastructure is an investment made by Businesses which results in returns in future”. Comment, giving the key components of building the Information Technology Infrastructure.
- 9 “Internet and Communication revolution has made a tremendous impact on the functioning of a business”. Comment, giving the applications of Internet and Communication Technologies in Business.
- 10 “Traditional Databases are things of past, varied new types of Databases have emerged paving way for effective data storage and retrieval”. Comment, giving the types of databases and their relative merits and demerits.
- 11 “The industry is witnessing the new revolution with the advent of Artificial Intelligence based technologies”. Comment, discussing the concept, importance and types of Artificial Intelligence Systems.
- 12 “Inter Organizational and Global Information Systems have evolved to help managers to strategically plan their managerial tasks”. Comment, giving the concept, role and utility of Inter Organizational and Global Information Systems.

- 13 "Mobile Computing and Mobile Applications have impacted the Businesses and Services". Comment, giving the concept, role and utility of Mobile Computing and Mobile Applications in Business. Also, discuss their advantages and disadvantages.
- 14 "Computers are not risk free, one has to always be prepared for the risks and threats associated with their security". Comment, explaining the risks.
- 15 "Computer Security and Risks can be handled effectively, if one uses the appropriate security mechanisms". Comment, giving the security measures.

OU - 1607 OU - 1607

FACULTY OF MANAGEMENT
MBA I Semester (CBCS) Examination, October / November 2021

Subject: Business Communication
Paper – MB – 105 Open Elective – II

Time: 2 Hours

Max. Marks: 80

PART – A

Note: Answer any four questions.

(4 x 5 = 20 Marks)

- 1 What are Barriers to communication?
- 2 What are Approaches to negotiation?
- 3 What is Speaking for commemorative occasions?
- 4 What is Effective Business Correspondence?
- 5 What are Investor Relations?

PART – B

Note: Answer any four questions.

(4 x 15 = 60 Marks)

- 6 Explain the role and process of communication. What are the different types of communication?
- 7 What are the elements of good listening? How do you improve listening competence?
- 8 Define non-verbal communication. Explain the various types and functions of non-verbal communication.
- 9 What are the approaches to negotiations? How do you prepare and conduct negotiations?
- 10 Define persuasive speaking. Explain various effective presentation strategies.
- 11 Explain the process of choosing a method of speaking. How do you analyse the audience?
- 12 Define report writing. Explain the various types of reports.
- 13 Write a complain letter to the Sales Manager of M/s Innovate Electronic Ltd., Mumbai, from M/s Nethra Electronics, MG Road, Pune about received damaged refrigerators.
- 14 Explain the following (1) Media Relations (2) Frame work for managing investor relations.
- 15 Define crisis communication. Explain the Dos and Don'ts in the wake of a crisis.

FACULTY OF MANAGEMENT

M.B.A. I – Semester (CBCS) Examination, October / November 2021

Subject: Customer Relationship Management

Paper – MB – 105 Open Elective – II

Time: 2 Hours

Max. Marks: 80

PART – A

Note: Answer any four questions.

(4 x 5 = 20 Marks)

- 1 Explain the Process of CRM.
- 2 What is Customer Centricity?
- 3 What are the CRM Objectives?
- 4 What is Campaign Management?
- 5 Discuss Road Map.

PART – B

Note: Answer any four questions.

(4 x 15 = 60 Marks)

- 6 Explain Relationship Marketing and elaborate the evolution of Relationship Marketing.
- 7 Describe the importance of CRM, and explain the factors responsible for CRM growth.
- 8 Define Customer Retention Management? Explain the importance of Customer Retention Management?
- 9 Discuss the Lifetime Value of Customers. How this concept useful to the CRM Managers?
- 10 Discuss the steps and elements of CRM plan.
- 11 Define the Strategic CRM. Discuss the different strategies involved in Strategic CRM.
- 12 How the CRM useful to the Consumer Marketing?
- 13 Define the Call Centre and explain the functionalities of a call centers.
- 14 Explain the importance of the Information Technology in CRM.
- 15 Discuss the processes involved in CRM implementation.
