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Roll No. _____

PGM-45158

M.B.A. (First Year Autumn Semester)

Examination, 2017-18

Computers and Information Technology

(MAN-506)

Time Allowed : Three Hours] [Maximum Marks : 60

Note: Attempt **all** questions. **All** questions carry equal marks.

Unit-I

1. Why are IT job prospects strong? Explain why it is beneficial to study IT today.

OR

What are the business benefits of Enterprise Architecture? Describe its four components.

Unit-II

2. In your opinion, given the risk of social media, are the opportunities worth it? Explain why or why not.

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OR

When customers have a negative experience with a company, what are the various ways they can use social media to tell others about their experience?

Unit-III

3. Explain the concept of transport management systems.

OR

Push-through ads use data about the users to determine whether the advertisement should appear. What marketing opportunities does this capability create?

Unit-IV

4. Describe business dashboards. Why do you think that dashboards must be real time and customized for the manager?

OR

Describe the IT strategic planning process.

Unit-V

5. Yes Bank, established in 2004 is one of the largest private banks of India. Its service portfolio covers Corporate, Retail & SME Banking franchise, Financial Markets, Investment Banking, Corporate Finance, Branch Banking, Business and Transaction Banking, and Wealth Management business lines across the country. Toward the end of 2014, there were around 600 branches and around 1200 ATMs. The bank has been consistent in its efforts to scale, spread, and innovate quality and variety of services to its customers. Expanding its retail customer base was a key objective therefore, it followed the strategy of providing better services and creating speedy accessibility.

To facilitate its growth and need for reliable services, the bank required information technology support to enable robust networking

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across its banking network and ensure uninterrupted collaboration. Its networking infrastructure was not adequate to support its growth and service quality. Coupled with it, there were competing banks like HDFC, ICICI, AXIS SBI etc., which were also high on using information technology to stay in competition. Its networking infra-structure had limitations of not supporting video and desktop sharing. The bank went for Cisco Unified Communication solution to address this limitation.

Unified Communications solution has enabled banking staff and stakeholders to create, provide and access services. It has helped to have a single system spread across locations with local survivability for any kind of link/network failure. The integrated UC solution enabled it to reduce the branch roll-out

time considerably. All the applications hosted on an integrated data center could be extended to all the branches across the country. The solution also enabled the staff to collaborate more effectively using audio, video, and desktop sharing tools. The stakeholders can access services at any time and from anywhere, which has become a requisite to sustain because there is a growing trend among masses toward accessing banking services through smartphones and tablets.

The Unified Communication solution has helped the young bank achieve its goal of fast and efficient expansion. The executives can collaborate faster and make faster and effective customer centric decisions. As a result, the bank has got many awards for outstanding and innovative services.

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Questions :

1. What were the challenges that led to the purchase of Unified Communications solution by Yes Bank?
2. How are bank employees and customers benefiting from the networking solution?