21153

M.B.A. (First Year Autumn Semester) Examination, 2016-17

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 is IT a major enabler of business per-

    formance and success?

OR

What role does personal conflict or politics

play in the success of data governance?

Unit-II

2. What is messaging and collaborative technology? How businesses can use it for strategic advantage?

OR

Describe some common ways that marketers can benefit by using social media monitoring tools.

Unit-III

3. What are the benefits of prosecuting an employee who had committed fraud? Why might a company not want prosecute a fraudster?

OR

Describe the steps involved in order fulfillment.

Unit-IV

4. What is performance management? Give two examples of data visualization for performance management.

OR

What is SLA? What needs to be done before signing a contract with an IT vendor?

Unit-V

5. Read the following carefully and answer the questions given at the end:

Online travel booking for airlines, hotels and other modes of travel has been growing at a pace during the last decade and it has picked up more along with shift to growing mobile smart device usage. Online travel occupies the biggest pie of around 70% in Indi

as e-commerce transaction space. Riding one e-commerce tide, companies like MakeMy Trip, Cleartrip and Yatra have come a long way.

MakeMy Trip is a leading online travel company based in India. It offers travel products and services. MakeMy Trip was valued at US$ 1, 1 billian in July 2014, with 8.3 million unique visitors per month in fiscal 2014. Around 20% of traffic comes from mobile on a monthly basis. Its first mobile application was launched in 2012-today it offers apps across iOS, Android and Windows platforms that enable booking of air travel, hotels, bus and train reservations, as well as other geo-targeted travel services.

However, the core strategy of this model rides on IT use within the company and IT ecosystem within which the online travel agency (OTA) gets plugged to leverage traveler content. Airlines or hotels feed their princings into built-up databases in General Distribution System (GDS) and keep updating every now and then. So when anyone wants to buy a ticket or book a hotel accommodation, all one has to enter are dates, destination etc., and based on these customer inputs, the results are pulled out/distributed from this database to the customers. GDS examples are World-span, Pegasus, Amadeus, Galileo, Sabre & Abacus.

All these GDS are pretty much the same, and each one has built up their own soft-

ware and named it differently. Airlines or hotels like ITC, Marriot, Taj etc. May sign up to choose any of the GDS software and launch on their sites and use the data-base. Travel agents as well as online travel companies like Travelocity, Expedia etc. connect to GDS to access available inventory of rooms across the geographies which a particular GDS is catering. Many of these GDS have a global footprint. It means more customers for hotels. Once a hotel subscribes to GDS, its integrated property management system (IPS) managing rooms should be integrated with GDS system.

MakeMy Trip works with Amadeus who is a leading global technology and distribution partner to the travel and tourism industry.

These technology companies earn their reputation through tremendous innovation and research. Amadeus operates in 195 countries with a worldwide team of more than 11,000 people. Amadeus was recognized in December 2014 as the leading European investor in R & D for the travel and tourism sector by the EU Industrial R & D Investment Score-board, which ranks European companies by total investment in R & D. Between 2004 and 2013, Amadeus invested close to $\in$3 billion in R & D. For MakeMy Trip customers, this partner-ship will mean more choices as well as an enhanced online shopping experience using a cutting-edge low fare search tool which helps customers to quickly and easily find options that suit their travel

needs and budget. MakeMy Trip.com has been operating its international bookings engine on Amadeus' platoform since 2007. Later, Make MyTrip.com moved its domestic airline booking engine onto the Amadeus platform as well. The resulting synergies in domestic and international operations have led to the lowering of operational costs.

Questions :

(i) How does Amadeus partnership help MakeMy Trip offer more value to its stakeholders?

(ii) Apply SWOT analysis to identify threats and opportunities for MakeMy Trip.