

(DEMB 6)

Executive M.B.A. DEGREE EXAMINATION, MAY - 2015

First and Second Years

**Paper-VI : INFORMATION MANAGEMENT AND
COMPUTER APPLICATIONS**

Time : 03 Hours

Maximum Marks : 75

SECTION-A

(3 x 5 = 15)

Answer Any Three of the following

- 1) a) Super computer.
b) Pay roll system.
c) Social issues in computerization.
d) Economics of information.
e) System analysis.
f) Programming language.

SECTION-B

(3 x 15 = 45)

Answer Any Three of the following

- 2) What are the applications of spread sheet software?
3) Explain the role of computers in management.
4) Give an account of computer based inventory system.
5) State the legal dimensions of computerization.
6) Describe the information needs of MIS.
7) Bring out the applications of COBOL.

SECTION-C

(15)

(Compulsory)

- 8) At Viacom International, the New York based parent of MTV, Nicklodeon and other entertainment interests the CFO teamed with executives from, Sales, marketing and contracting to lead the company in new directions. Because financial processes are so intertwined with the processes of other departments, top managers felt that redesigning finance should ideally be part of a company – wide comprehensive reengineering project. Viacom targeted its financial systems to find a better way to handle the financial reporting of its wholly owned subsidiaries which it is acquiring at the rate of about three every year. The company plans to develop a system which reduces paper pushing and facilitates the electronic transmission of transactions from the decision maker to the next. Another goal of the company is to build financial systems that give decision makers time to analyze data rather than spending their time collecting it.

Questions:

- i) Identity the reasons why financial systems are excellent tools for facilitating decision making; and
- ii) Explain why financial information systems were at the centre of initiating change at Viacom.

