

**SREENIVASA INSTITUTE OF TECHNOLOGY AND MANAGEMENT STUDIES.
(AUTONOMOUS)
CHITTOOR**

MCA DEPARTMENT



QUESTION BANK

For

MANAGEMENT FOR COMPUTER PROFESSIONALS (18MCA112)

**Regulation –R18
Academic Year 2019 – 20**

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S. No	QUESTIONS	Blooms Taxonomy Level
UNIT –I: Digital Technology Creates New Levers for Growth and Improved Performance		
Digital Technology Transforming How Business is Done-Business Process Management-Competitive Advantage and SWOT Analysis-Enterprise Technology Trends-IT expertise Adds value to Your career. Data Governance, IT Architecture and Cloud StrategiesData Governance Strategy – Enterprise IT Architecture – Information and Decision Support Systems-Data Centers and Cloud Computing-Cloud Services Delivery Models- Data Base Management Systems- Big Data and Analytics-Data and Text Mining-Business Intelligence.		
Part –A		
1.	Define Digital business and digital business models	Remembering
2.	Define Data Analytics and Data Science	Remembering
3.	Define Business Process Management and Deliverables	Remembering
4.	Define Business Process Reengineering (BPRE)	Remembering
5.	List out building blocks of Competitive Advantage	Remembering
6.	Define data governance and Dirty data	Remembering
7.	Differentiate information management and master data management	Understanding
8.	Define customer centric and customer touch point	Remembering
9	Differentiate structure decisions and unstructured decisions	Understanding
10	Define Data Base and volatile	Remembering
11	Differentiate DBMS and SQL	Understanding
12	Define Market Share and operating margin	Remembering
Part –B		
1	Explain competitive Advantage and SWOT Analysis	Understanding
2	Explain Digital Technology transforming how business done	Understanding
3	Discuss Enterprise Technology Trends	Understanding
4	Describe Enterprise IT Architecture	Understanding
5	Explain Information and Decision support system	Understanding
6	Explain Date Center and Cloud Computing	Understanding
7	Discuss Cloud Services and Delivery Models	Understanding
8	Discuss DBMS and Big Data Analytics	Understanding
9	Explain Data Test Mining and Business Intelligence	Understanding
UNIT –II: Digital Networks and the Triple Bottom Line		

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Data Networks and API-Wireless and Mobile Infrastructure-Messaging and Collaboration Technology-Sustainability and the Triple Bottom Line-Cyber Security, Risk Management and Financial Crime- Data Breaches and Cyber security challenges- IT Risk Management-Mobile, App and Cloud Security Challenges-Financial Crime and Fraud Defenses.
Internet Technologies and Search Strategies - Search Technology-Organic Search and Search Engine Optimization-Paid search Strategies and metrics-Semantic web and search-Recommendation Engines.

Part - A

1	Define Internet Protocol and IP Address	Remembering
2	Define Brand Width ?	Remembering
3	Define Mash up, Bluetooth and Wi-Fi	Remembering
4	Define Cyber Security and Hacktivist	Remembering
5	What is Asset and Vulnerability	Understanding
6	Define Web Directorities and Recommendation Engines	Remembering
7	List out examples of Search Engines	Remembering
8	Define Digital Networks and API	Remembering

Part - B

1	Explain Wireless and Mobile Infrastructures	Understanding
2	Discuss Messaging and Collaboration Technology	Understanding
3	Describe Sustainability and Triple Bottom Line	Understanding
4	Explain Cyber Security Challenges	Understanding
5	Describe Mobile App and Cloud Security Challenges	Understanding
7	Explain Organic Search Engine Optimization (SCO)	Understanding
8	Explain Semantic work and Search Technology	Understanding

UNIT- III: Social media Strategies and Metrics

Social media Strategies and Communities-Social Communities and Engagement-Social Monitoring, Metrics and Analytics-Social Media Failures and Lessons learned-Retail Channels-B2C E-Commerce-B2B E-Commerce and E-Procurement-Mobile Commerce and Transactions.
Tactical and Operational Support System - Business Challenges-Manufacturing, Production and Transportation Management Systems-Sales and Marketing Systems-Accounting and Finance Systems-Human Resource Systems and Ethics.

Part - A

1	List out the examples of Social Media	Remembering
2	Define Blogging Platform	Remembering
3	Define Retail Mobile and E-Commerce	Remembering
4	List out examples of Mobile Payment System	Remembering
5	Classify Management Levels	Analyzing
6	Differentiate Inbound Logistics and Outbound Logistics	Understanding
7	Define Inventory Control System	Remembering
8	Define Income Statement and Financial Mini Representation	Remembering

Part - B

1	Explain Social Communities and Engagement	Understanding
2	Explain Social Monitoring Metrics and Analytics	Understanding
3	Discuss Social Media Failures and Lessons Learn from it	Understanding
4	Explain Retail Channels with suitable examples	Understanding
5	Discuss B2B E-Commerce and E-Procurement	Understanding
6	Explain Mobile Commerce and Transactions	Understanding

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7	Explain about Business Challenges	Understanding
8	Explain about Sales and Marketing System	Understanding
9	Explain about Accounting and Financing System	Understanding
UNIT-IV: Strategic Enterprise Systems		
Enterprise Systems-Enterprise Social Platforms-Enterprise Resource Planning Systems-Supply Chain Management Systems-Customer Relationship Management Systems. Data Visualization and Geographic Systems – Data Visualization -Enterprise Data Mashups-Digital DashBoards-Geographic Information Systems.		
Part- A		
1	Define Core Business Processes	Remembering
2	Define Customer Lifetime Value (CLV)	Remembering
3	Define Value Added Retailer (VAR)	Remembering
4	What is Share Point	Understanding
5	List out Applications of Digital Dash Boards	Remembering
6	Define Order Fulfillment Back Office Operations	Remembering
7	Differentiate Strategic System and Enterprise System	Understanding
8	Differentiate Strategy and Mission of an Enterprise	Understanding
Part - B		
1	Discuss about Geographic Information System (GIS)	Understanding
2	Explain Enterprise Data Mash up	Understanding
3	Discuss about Data Visualizations	Understanding
4	Explain Different types of Enterprise System	Understanding
5	Discuss Enterprise Resource Planning System (ERP)	Understanding
6	Describe Supply Chain Management System	Remembering
7	Explain Enterprise Social Platforms	Understanding
8	Explain Customer Relationship Management System (CRM)	Understanding
UNIT- V: ITIL Process		
Incident Management. Change Management. Problem Management, Configuration Management, Release Management, Service Level Management, Continuity Management, Security Management, Capacity Management.		
Part - A		
1	What is ITIL	Understanding
2	List out Advantages of ITIL	Remembering
3	Identify Characteristics of ITIL	Remembering
5	Identify the role of New Technology in ITIL	Remembering
6	List out the Objectives of ITIL	Remembering
7	Classify the uses of configuration Management	Analyzing
8	Summarize Incident Management	Evaluating
Part - B		
1	Explain about Security Management and Capacity Management	Understanding
2	Describe about Change Management and Problem Management	Remembering
3	Illustrate about Process Management and Service Level Management	Applying
4	Discuss about Continuity Management with suitable Examples	Understanding