2nd SEMESTER

MBA (East Campus)

END SEMESTER EXAMINATION   *May-2019*

PAPER CODE : MGT-28 &

TITLE OF PAPER: Information Technology and Innovation Management

Time: 3:00 Hours

Max. Marks : 60

Note : Attempt any six questions from Q.2 to Q.8.
All questions from Q.2 to Q.8 carry equal marks.

Q.1) Normalize the below table in third normal form [12]

Full Names	Physical Address	Movies rented	Salutation	Category
Janet Jones	First Street Plot No 4	Pirates of the Caribbean, Clash of the Titans	Ms.	Action, Action
Robert Phil	3rd Street 34	Forgetting Sarah Marshal, Daddy's Little Girls	Mr.	Romance, Romance
Robert Phil	5th Avenue	Clash of the Titans	Mr.	Action

Q.2) Describe the ETL process. Name any two open source ETL Tools [6]

Q.3) Describe S curve in the case of technological progress in the telecom industry by citing examples.[6]

Q.4) Apply Teece Model to predict the profitability of Apple iPhone in future. Suggest any changes in iPhone model [6]

Q.5) Describe various data warehouse schemas [6]

Q.6) Explain how credibility lever will help in driving large level change in the organization.[6]

Q.7) Draw As-is process swimlane diagram of the Training and Placement process at USME and write proper assumptions . [6]

Q.8) Draw a blockchain conceptual schema of any one of the following and explain with proper labelling the different entities :

auto part supply chain management of any automobile company or Performing KYC in any finance industry [6]