

INDIAN INSTITUTE OF MATERIALS MANAGEMENT

JUN-2010

Post Graduate Diploma in Materials Management

Graduate Diploma in Materials Management

PAPER 4

IT and E-COMMERCE

Date:15.06.2010

Max Marks:100

Time:2.00 pm to 5.00 pm

Duration:3Hrs

Instructions:

1. From Part "A" answer all the questions (compulsory). Each sub-question carries 1 mark. Total marks = 32.
2. From Part "B" answer any three questions out of 5 questions. Each sub-question carries 16 marks. Total marks = 48
3. Part "C" is a case study (compulsory) Total marks = 20.

Part A

1. Expand the following.

EDVAC

MICR

DTP

HTTP

B2B

UVEPROM

RAM

SIMM

2. State true or false.

- 1) One nanosecond is one billionth of a second.
- 2) A computer system consisting of two or more CPUs under a common control is called as multitasking.
- 3) An internet protocol for interaction among the computers on the internet is called HTML.
- 4) A numeric data analysis tool (software package) that enables user to create a kind of computerised ledger is called spread sheet
- 5) Use of computers to create , view, edit, format, store, retrieve and print text materials is called Ms-PowerPoint

- 6) WML is a version of HTML optimised for mobile devices.
- 7) A computer virus designed to erase/alter data/program from a computer systems memory/disk is called as worm.
- 8) The process of writing computer intersections in a programming language is called coding.

3. Match the following:-

- | | | | |
|---|----------------|---|--|
| 1 | Cell | A | Automatic teller machine |
| 2 | ATM | B | Intersection of rows & columns in a spreadsheet |
| 3 | Binary numbers | C | Used for user authorisation |
| 4 | Binary device | D | 0 & 1 |
| 5 | DML | E | Electronic mail |
| 6 | E-mail | F | A language used to enter and manipulate data in a database |
| 7 | Ink jet | G | 1024 bytes |
| 8 | Kilo bytes | H | Printers |

4. Fill in the blanks:-

- 1) _____ And _____ are the commonly used computer codes for internal data representation.
- 2) _____ are a set of programs that help users in system maintenance tasks.
- 3) _____ is the simultaneous execution of two or more processes by a computer system having more than one CPU.
- 4) _____ Commands enable you to control the way all contents are displayed.
- 5) _____ enables us to use computer systems to create, edit, view, store, retrieve and print designs, drawings, etc that can be drawn in traditional manner.
- 6) _____ Utility is used to combine rewards of two or more ordered files into a single ordered file.
- 7) The full form of WAP is _____
- 8) _____ Technology supports fixed wireless system.

Part-B

Q5. A) What are the advantages and disadvantages of LAN network.

b) Compare UNIX and windows operating system.

Q6. A) Explain how computers help in office automation?

b) Explain the characteristics of fifth generation computer .

Q7. A) Write short notes on:

1. BPR
2. B2B and B2C
3. EDI
4. Memory and storage devices

Q8. What is the difference between workbook and worksheet?

Q9. How ecommerce is helping in Supply chain management. Give example.

Case study:

Founded in 1994, Exodus communications helped create the complex web hosting business and has attained a market value of over \$10 billion. The company offers sophisticated system and network management, along with professional services to support performance for customers' websites. Exodus manages its network infrastructure via a worldwide network of Internet Data Centres (IDCs) located in North America, Europe, and Asia Pacific. Exodus has 22 data centres around the world and is building another 14. Its customers include eBay, Yahoo!, Merrill Lynch, British Airways and Johnson & Johnson.

When Ellen Hancock, its CEO, joined the company before its IPO in 1998, 80% of its customer base was internet start-ups and 20% were in the "enterprise" category. By 2000, 49% of the customer base was in the enterprise category. In the same time frame, it had grown from no consultants to 660 as managed services increased from 8% to 34% of its business. During this transition, Exodus bought two computer security companies and had moved into a number of new services.

An example of the type of service demands that Exodus encounters occurred when the Webmasters of the RollingStone.com, the website of Rolling Stone magazine, had difficulty trying to solve a slow response time problem just a day before the publication of a multimedia cover story on Britney Spears. This would obviously cause a spike in demand that would exacerbate the response time problem. Since Exodus was hosting and maintaining the site, its engineers helped in solving the problem, which involved incorrect configurations data that caused server to use 10 to 15 seconds to refresh domain name data every few minutes instead of daily.

Approximately 400 of its customers(12% of its customer base of 3300 companies) are application service providers (ASPs) that run application software for other firms using remote servers linked to a WAN so that those firms no longer have to install and maintain the software. Exodus charges for service based on usage, and this fits well with an ASP charging scheme. Its ASP customers range from start-ups to established software firms such as PeopleSoft and Oracle's Business Online. According to Ellen Hancock, "it's very hard to say what you're not doing, but we've spent a lot of time trying to do that. We say we're not going to know applications. We're not in that business. We just support the ASP..... We have no notion of competing with Oracle on E-commerce. We do not intend to ever understand HR (human resources) apps. That's a whole different skill base, and we don't have it.

Both Exodus and its rival Digex seem to be evolving into "managed service providers" but using different paths. In late 2000, Digex unveiled a customer self-service portal called myDigex.com that gives them the ability to manage and provision their own services, such as performance statistics, site/server layouts, asset management, billing and help desk issues. In addition, it gives access to service-level agreements and Digex support staff. In contrast, the new but not yet named services Exodus announced included remote monitoring, storage management and performance monitoring. According to one industry analyst, "these guys are happy to host, and they're willing to manage your servers, but they are unwilling to raise the level of responsibility to something that is application-specific or customer specific."

Questions:-

1. Why should a large, technically sophisticated company like Merrill Lynch buy Web hosting services from Exodus Communications?
2. According to the case study, Exodus Communications is an ISP for ASPs, but currently says it is not interested in moving into that market based on its current skills. What are the possible advantages and disadvantages of moving into the ASP market as it learns more about how to support this type of activity?