



TAMIL NADU OPEN UNIVERSITY

Chennai - 15

School of Management Studies

SPOT ASSIGNMENT

COURSE – PGDIT

COURSE CODE

BATCH

**MANAGING INFORMATION
TECHNOLOGY**

MSP - 80

AY 2018-19

Time: 1 Hour

Total Marks: 25

Part – A (2 x 5 = 10 Marks)

Answer any two questions. Each question carries equal marks.

1. What is Information Technology?
2. Who is Chief Knowledge Officer?
3. State the importance of IT techniques.

Part – B (1 x 15 = 15 Marks)

Answer any one question.

1. Write a short note on :
 - (a) risk assessment
 - (b) Security system.
2. Develop Master IT plan for Restaurant management.



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**INFORMATION SYSTEMS
DEVELOPMENT**

MSP - 81

AY 2018-19

Time: 1 Hour

Total Marks: 25

Part – A (2 x 5 = 10 Marks)

Answer any two questions. Each question carries equal marks.

1. What are the stages in System Development Life Cycle?
2. What are the activities of Information System
3. Planning? What are fixed and tangible costs?

Part – B (1 x 15 = 15 Marks)

Answer any one question.

1. What are the objectives that point printer as the best choice of output technology?
2. What are the design objectives of input forms, input screens or web-based fill-in forms?



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**RELATIONAL DATABASE
MANAGEMENT SYSTEM**

MSP - 82

AY 2018-19

Time: 1 Hour

Total Marks: 25

Part – A (2 x 5 = 10 Marks)

Answer any two questions. Each question carries equal marks.

1. What is the view in SQL? How it is defined?
2. What is the use of sub-queries?
3. What are the features of object-relational databases?

Part – B (1 x 15 = 15 Marks)

Answer any one question.

1. Explain the mechanism of Nested queries.
2. Explain concurrency control.



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E-COMMERCE

MSP – 83

AY 2018-19

Time: 1 Hour

Total Marks: 25

Part – A (2 x 5 = 10 Marks)

Answer any two questions. Each question carries equal marks.

1. What are the benefits of e-commerce to consumers?
2. E-Commerce getting with services sector fast than goods sector. Why?
3. What is protocol? How is it useful in developing e-commerce software?

Part – B (1 x 15 = 15 Marks)

Answer any one question.

1. What are the issues that confront e-commerce transactions? Is there a regulatory framework to assuage the novice e-commerce customer?
2. Sketch the roadmap to success in e-commerce scenario for a small scale business establishment



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INTERNET MARKETING

MSP – 84

AY 2018-19

Time: 1 Hour

Total Marks: 25

Part – A (2 x 5 = 10 Marks)

Answer any two questions. Each question carries equal marks.

- a.
2. What are special characteristics of Internet marketing?
 3. What is mean by B2B marketing?
 4. What is customised product design?

Part – B (1 x 15 = 15 Marks)

Answer any one question.

1. What are the ethical issues faced by business in e-marketing environment?
2. What are the various environmental factors affecting the marketing