

JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA  
PGDM (G/SM/M) (2016-18 BATCH) TRIMESTER- I  
MID-TERM Exam, AUGUST, 2016

Course Title: IT for Management (IS 101)

Time: 1 Hr.

Max. Marks: 20

Note: Answers should not exceed 150 words

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Q1: What do you understand by a *digital organization*? Explain the motivation for doing business in digital environment. Why are there more opportunities for entrepreneurs in digital economy? [5]

Q2: "Social computing is a major shift in computing and provides organizations with the most innovative opportunities for advertising, marketing and collaboration." Support this statement with examples describing how companies have adopted the same. [5]

Q3: What is mobile computing and m-commerce? Why most of the e-commerce companies going for Mobile Apps? Discuss the impact of wireless computing on emergency medical services in case of accidents. [5]

Q4: "According to Wikipedia, an emerging topic that incorporates SaaS, utility computing, grid computing, and Web 2.0 concepts is cloud computing". Why is cloud computing gaining so much momentum? What business benefits are derived out of this new IT trend? [5]