

## **Practice Questions for BBA Students:**

### **1. Managing Hardware and Software Assets**

#### **Computer Hardware and Information Technology Infrastructure:**

- **Question 1:** What are the key advantages of using Customer Relationship Management (CRM) systems in organizations? How do hardware and software assets support CRM systems?
- **Question 2:** Explain the role of computer hardware in an organization's IT infrastructure. How does it support business operations, particularly in CRM and ERP systems?

#### **Categories of Computers and Computer Systems:**

- **Question 3:** Describe the different categories of computers (mainframe, minicomputers, microcomputers, etc.) and their business applications, especially in large-scale systems like ERP and DSS.
- **Question 4:** How do businesses determine the appropriate type of computer system for their needs, considering factors like software compatibility and processing power?

#### **Types of Software:**

- **Question 5:** Discuss the role of system software and application software in supporting the operations of business systems like ERP and CRM.
- **Question 6:** How do software types impact the overall efficiency of a business, particularly in terms of integration with hardware assets?

#### **Managing Hardware and Software Assets:**

- **Question 7:** What challenges might an organization face in managing its IT infrastructure, and how can these be mitigated? Discuss asset management in the context of software updates and hardware scalability.
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### **2. Managing Data Resources**

#### **Organizing Data in a Traditional File Environment:**

- **Question 1:** Describe the challenges of managing data in a traditional file environment and how this system limits the efficiency of tools like CRM and DSS.
- **Question 2:** What are the risks of data redundancy and inconsistency in a traditional file system, and how can businesses overcome these issues?

#### **Database Approach to Data Management:**

- **Question 3:** Explain the advantages of a database approach over a traditional file-based system in the context of managing large volumes of business data, such as customer or transaction information.
- **Question 4:** How do relational databases improve data organization, especially for complex applications like Business Process Reengineering (BPR)?

#### **Creating a Database Environment:**

- **Question 5:** What steps are involved in creating a database environment? How does this environment support software systems like ERP and CRM?
- **Question 6:** Discuss the role of database normalization and data integrity in ensuring reliable data management.

#### **Database Trends:**

- **Question 7:** Discuss current trends in database technology, such as cloud databases and NoSQL. How can these trends enhance the management of large data sets for digital firms?
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### **3. Telecommunications and Networks**

#### **Components and Functions of Telecommunications Systems:**

- **Question 1:** What are the key components of a telecommunications system, and how do they support organizational communication in a digital firm?
- **Question 2:** How do communication networks facilitate e-business processes in digital firms? Discuss the role of mobile and internet-based communications.

#### **Communications Networks:**

- **Question 3:** Compare and contrast the different types of communication networks (LAN, WAN, MAN) and their use in the digital firm's operations.
- **Question 4:** How do businesses leverage telecommunications networks to support CRM, ERP, and decision-making systems?

#### **Electronic Business and Electronic Commerce Technologies:**

- **Question 5:** How does the use of telecommunications networks enable e-business processes in digital firms? Discuss the role of e-commerce technologies.
  - **Question 6:** What technologies support online transactions, and how do they enhance the customer experience?
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## **4. The Internet and the New Information Technology Infrastructure**

### **The New Information Technology (IT) Infrastructure for Digital Firms:**

- **Question 1:** Explain the concept of a digital firm and how the new IT infrastructure supports its operations. Discuss how cloud computing and virtualization contribute to digital transformation.
- **Question 2:** How does the Internet serve as a key foundation for the digital infrastructure of a firm, especially in areas like e-business and decision-making systems?

### **The World Wide Web:**

- **Question 3:** Discuss how the World Wide Web plays a pivotal role in digital business operations, especially in the areas of marketing, customer engagement, and online transactions.
- **Question 4:** How does the integration of Web 2.0 technologies (e.g., social media, interactive websites) improve business operations?

### **Support Technology for E-Commerce and E-Business:**

- **Question 5:** What are the key support technologies for e-commerce and how do they enhance the security and reliability of online business transactions?
- **Question 6:** How can technologies such as digital payment systems, secure sockets layer (SSL), and blockchain contribute to the growth of e-commerce?

### **Management Issues and Decision Making:**

- **Question 7:** What challenges and considerations should managers keep in mind when implementing new IT infrastructure for digital business operations?
- **Question 8:** How does data analytics help managers make informed decisions in a digital firm?

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## **5. Knowledge Management for The Digital Firm**

### **Knowledge Management in the Organization:**

- **Question 1:** How does the implementation of Knowledge Management systems help organizations foster a culture of collaboration and learning?
- **Question 2:** Discuss the role of Artificial Intelligence (AI) in knowledge management and how it can improve decision-making and efficiency.

### **Information and Knowledge Work Systems:**

- **Question 3:** How do information work systems differ from knowledge work systems? Discuss their roles in enhancing organizational productivity.
- **Question 4:** What role do knowledge management systems play in organizational learning and competitive advantage?

#### **Artificial Intelligence:**

- **Question 5:** How does Artificial Intelligence contribute to improving organizational performance and decision-making in a digital firm?
- **Question 6:** Explain the potential benefits and challenges of using AI and machine learning in business processes such as customer service or inventory management.

#### **Other Intelligence Techniques:**

- **Question 7:** Compare AI with other intelligent systems such as expert systems and machine learning. How do these technologies enhance organizational capabilities?
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## **6. Enhancing Management Decision Making for the Digital Firm**

#### **Decision Support System (DSS):**

- **Question 1:** Describe the role of Decision Support Systems (DSS) in managerial decision-making. Provide examples of how DSS can aid decision-making in digital firms.
- **Question 2:** How can businesses use DSS to enhance the accuracy and speed of their decisions?

#### **Group Decision-Support Systems (GDSS):**

- **Question 3:** How do Group Decision-Support Systems (GDSS) enhance collaborative decision-making in organizations?
- **Question 4:** Discuss the challenges of implementing GDSS and how they can be mitigated.

#### **Executive Support in the Enterprise:**

- **Question 5:** How does Executive Support Systems (ESS) support senior management in making strategic decisions?
- **Question 6:** Explain the importance of data visualization and dashboard technologies in supporting decision-making at the executive level.