Date: 11-03-2019   Time: 3.00 P.M. to 5.00 P.M.   Max.Marks: 50

Q - 1   Multiple Choice Question: [08]

1] Data is the plural of_____ .
- a) dataim
- b) dataum
- c) datum
- d) datamm

2] Which one of the following is not the basic strategy in the business use of IT?
- a) innovate
- b) creative
- c) lower costs
- d) promote growth

3] _____ hold processed and organized data.
- a) information base
- b) knowledgebase
- c) database
- d) wisdom base

4] Software includes _____ .
- a) coding
- b) programs and procedures
- c) syntax
- d) none

5] In ____marketing customers are not just passive participants but are actively engaged in interactive process.
- a) Interactive
- b) Sales force automation
- c) Targeted
- d) None

6] The goal of HRM is the _____ & _____ used of human resources of a company.
- a) Information , Control
- b) Effective , Efficient
- c) Management , Control
- d) None

7] Online auction websites are the examples of E-commerce category.
- a) B2B
- b) C2C
- c) B2C
- d)None

8] Customer service and support is an application area of _____ .
- a) SCM
- b) ERP
- c) CRM
- d) None

Q - 2   Answer the following in short: (Attempt Any Five)   [10]

1] What is system?
2] Draw a data pyramid for management perspective.
3] Who are end users for information system?
4] Define term: data versus information.
5] What do you mean by Targeted Marketing?
6] What do you mean by Capital Budgeting?
7] List major application clusters in CRM.
8] What is the objective of SCM?

Q – 3   Explain information system activities.   [08]

OR

Q – 3   Explain categories of information system.   [08]

Q – 4   Write a brief note in information system resources.   [08]

OR

Q – 4   How strategic advantage in the business can be gained using IT?   [08]

Q – 5   Draw the diagram of functional business information system and give importance of all business information system.   [08]

OR

Q – 5   Discuss Accounting System with Order Processing ,Inventory Control and General Ledger   [08]

Q – 6   Define ERP. Discuss Benefits and challenges of ERP.   [08]

OR

Q – 6   Explain the categories of e-commerce process.   [08]