

Note :

1. All questions are compulsory
 2. All questions carry equal marks
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Q1 A. Fill in the Blanks (Any 8):

(8 Marks)

1. Procurement of Raw material is the feature of
 - A) ERP-Marketing Module
 - B) ERP-HR Module
 - C) ERP-Finance Module
 - D) ERP-Purchase Module
2. Cloud based E- CRM includes
 - a) Cloud based customer services
 - b) Cloud Based Database
 - c) Mobile computing
 - d) All of the Above
3. The full form of OLAP is _____.
 - a) Online Advanced Processing
 - b) Online Advanced Preparation
 - c) Online Analytical Processing
 - d) Online Analytical Preparation
4. RFID stands for _____.
 - a) Radio Frequency Identification
 - b) Ratio Frequency Interface
 - c) Radio Frequency Interface
 - d) Radio Frequency Interface
5. Business Intelligence is included in _____.
 - a) MRP II
 - b) ERP
 - c) Extended ERP
 - d) MRP
6. EDI Stands for _____.
 - a) Electronic Data Interchange
 - b) Electronic Distributed Interchange
 - c) Electronic Data Interlink
 - d) None of the Above
7. The primary key having two or more attributes is called as _____.
 - a) Super Key
 - b) Composite Key
 - c) Candidate key
 - d) Foreign Key

8. Data about data is called as _____
- a) Tuple
 - b) Field
 - c) Metadata
 - d) Normalized data
9. Hub and Spoke model is a model of
- a) Outsourcing
 - b) Business Process Outsourcing
 - c) Cloud Computing
 - d) Data Processing
10. _____ is a DBMS software
- a) MySQL
 - b) Microsoft SQL
 - c) FoxPro
 - d) All of the Above

Q1 B. State whether following statement are True or False.(Any 7)

(7 Marks)

- 1. Outsourcing eliminates risk management part completely.
- 2. Database server is accessible to all users.
- 3. Redundancy refers to accuracy of data.
- 4. Ad-Hoc queries have their specific format defined.
- 5. Data mining can derive actionable information from large volumes of data.
- 6. GUI is the level closest to the user.
- 7. Data cleansing refers to removal of dirty data form warehouse.
- 8. ERP systems must have modular and open architecture.
- 9. Internet Bots are example of workflow automation.
- 10. OLAP queries require multidimensional representation.

Q2. Answer the Following:

- a) Define MIS. What are Objectives of MIS?
- b) Discuss Characteristics of MIS

(7 Marks)

(8 Marks)

OR

- a) Differentiate between MIS and DSS.
- b) Explain any four applications of DSS.

(7 Marks)

(8 Marks)

Q3. Answer the Following:

- a) Define ERP. Enlist and explain any 3 generic modules of ERP.
Explain with suitable diagram Architecture of ERP.

(7 Marks)

(8 Marks)

OR

- a) Define e-CRM. How does it differ from traditional CRM.
- b) Discuss Privacy issues and CRM.

(7 Marks)

(8 Marks)

Q4. Answer the Following:

(15 Marks)

- a) What is DBMS and Datawarehouse?
- b) Why do we need database .Explain with one example.

(7 Marks)

(8 Marks)

OR

- a) Discuss Data mining ?
- b) Explain process flow of data mining.

(7 Marks)

(8 Marks)

Q5. Answer the Following:

A. Explain Business process outsourcing and KPO with suitable example.

(08 Marks)

B. Describe cloud computing service model with example.

(07 Marks)

OR

Q5. Write Short Notes on (Any 3):

(15 Marks)

- 1.Data Marts
 - 2.KPO challenges
 - 3.Workflow automation in CRM
 - 4.e-SCM
 - 5.Vertical and Horizontal Process in Outsourcing
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