

Seat Number: - _____

Duration: 2 1/2 Hrs

E46A23ITBM

Marks:- 75

Note:- 1) All questions are compulsory.

2) Figures to the right indicate maximum marks.

Q1. Multiple Choice Questions: (Any 8) (CO1 to CO4) (8)

1. Information is.
a. The accumulation of raw data b. The way we analyse problems
c. The best form of knowledge d. Data shaped into meaningful form
2. Which of the following is the activity subsystem of MIS? .
a. Marketing b. Logistics c. Strategic planning d. Information processing
3. CRM stands for. a. Consumer relationship management b. Customer relationship manager
c. Consumer relationship manager d. Customer relationship management
4. What is at the heart of any ERP system? .
a. Information b. Employees c. Customers d. Database
5. The initial stage of the supply chain process is the _____.
a. Sourcing stage b. Organizing Stage c. Planning Stage d. Directing Stage
6. Data mart is a part of.
a. Data mining b. OLAP c. Data acquisition d. Data warehouse
7. A data warehouse is which of the following.
a. Can be updated by end users b. Contains numerous naming conventions & formats
c. Organized around important subject areas d. Contains numerous formats
8. The type of relationship in star scheme is _____.
a. Many to Many b. One to One c. One to Many d. Many to One
9. The _____ cloud is composed of two or more clouds.
a. Public b. Community c. Private d. Hybrid
10. USB flash memory is an example of _____.
a. Primary storage Device b. Secondary storage Device c. Both primary and secondary device d. Auxiliary

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

1. MIS processes information to support to the decision making process of a manager. (CO1)
2. Enterprise resource planning (ERP) is an example of a single user of database.(CO2)
3. Business intelligence is a part of XRP.(CO2)
4. CRM creates an information based network in an organization.(CO2)
5. Internet bots are example of workflow automation.(CO2)
6. Product flow is one of the SCM flow. (CO3)
7. The relational database model was created by EF Codd. (CO3)
8. Outsourcing eliminates risk management part completely.(CO4)
9. A warehouse manager backup's data in the data warehouse.(CO4)
10. Surveys and market research are the examples of inbound services.(CO4)

Q2. Answer the following:

1. Explain in details about classification of DSS. CO1 – (U) (8)
 2. Explain different functional system of MIS. CO1- (R) (7)
- Or
3. Explain benefits and components of MIS. CO1 – (U) (8)
 4. Explain the factors contributing the failure of MIS. CO1 (A) (7)

Q3. Answer the following

- 1. Explain supply chain trends. CO2 – (R) (8)
 - 2. Explain privacy issues in E-CRM. CO2 – (A) (7)
- Or**
- 3. Write a note on Architecture of ERP? CO2 – (A) (8)
 - 4. Explain in detail ERP basic Features. CO2 (U) (7)

Q4. Answer the following

- 1. Write features of DBMS. CO3 – (U) (8)
 - 2. Distinguish OLTP and OLAP. CO3 – (R) (7)
- Or**
- 3. Write about database Architecture. CO3 – (A) (8)
 - 4. Write in detail about tools and utilities include for database warehouse. CO3 - (A) (7)

- Q5. (A)** What are the benefits of business process outsourcing? CO4 (A) (8)
- (B)** What is KPO? What is the need for KPO? CO4 – (R) (7)

Or

Q5. (C) Write short notes on (any 3)

- a) Needs for outsourcing CO4 (R)
- b) Data mining CO3 (R)
- c) KPO vs BPO CO4 (R)
- d) Extended ERP CO2 (U)
- e) SCM CO2 (R)