Note: - (1) All questions are compulsory.
(2) Figures to the right indicate full marks
(3) Answer to each question must being on a new page

**Q.1) A    Choose the Correct Alternatives:- (Any 8)**                 CO1,2,3,4-    8M
                                                                         U,R

a)        _____ is absolutely important for any type of organisation, simple because no organisation can work without manpower.
a. HR-MIS b. Marketing-MIS c. Financial-MIS d. All the above

b)        _____ concerns all forms of managing relationship with customers making use of Information technology(IT)
a. DSS b. MIS c. EPR. E-CRM

c)        The Full form of OLAP is _____
a. Online Analystical Processing
b. Online Advanced Processing
c. Online Advanced Preparation
d. Online Analytical Performance

d)        Data cleaning is the process of _____
a. Searching through consistent data
b. Editing /Removing inconsistent data
c. Removing historical data
d. Editing past data

e)        Cloud based E-CRM includes _____
a. Cloud based customer services  b.Cloud based Database
c.Mobile Computing          d.All of the above

f)        Procurement of Raw material is the feature of _____
a.ERP - marketing module    b.ERP-HR Module
c.ERP-Finance Module        d.ERP-Purchase Module

g)        Data about data is called as _____
a. Tuple b. Metadata c. Field d. Normalized data

h)        Hub and spoke model is a model of _____
a. Outsourcing  b. Business Process Outsourcing
c. Cloud Computing d. Data Processing

i)        _____ is a DBMS software.
a. MYSQL b. Microsoft SQL c. FoxPro d. All of the above

j)        _____ predicts future trends and behaviours, allowing business managers to make proactive, knowledge-driven decisions.
a. Data Warehouse b. Data Mining c. Data Marts
d. Metadata

| Q1. B | State Whether true or false:- (Any 7) | CO1,2,3,4-U,R | 7M |
|---|---|---|---|
| 1. | The basic idea of CRM is to treat different customer differently. | | |
| 2. | ERP is am example of a single user database. | | |
| 3. | Redundancy refers to accuracy of data. | | |
| 4. | GUI is the level closest to the user. | | |
| 5. | ERP systems must have modular and open architecture. | | |
| 6. | Internet Bots are examples of Workflow automation. | | |
| 7. | OLAP queries require multidimensional representation. | | |
| 8. | Database server is accessible to all users. | | |
| 9. | The relational database model was created by E.F.Codd. | | |
| 10. | Ad-hoc queries have their specific format defined. | | |
| Q.2) | Answer the following:- | | |
| a) | Define MIS? Explain the Characteristics of MIS. | CO1R,U | 8M |
| b) | Define ERP. Enlist and explain any 3 generic modules of ERP. | CO2R | 7M |
| | **OR** | | |
| c) | Differentiate between MIS and DSS. Explain any five applications of DSS. | CO1A | 8M |
| d) | Describe cloud computing service model with example. | CO4U | 7M |
| Q.3) | Answer the following:- | | |
| a) | Explain Business process outsourcing and KPO with suitable examples | CO4U | 8M |
| b) | What are the reasons for the failure of MIS? | CO1R | 7M |
| | **OR** | | |
| c) | Explain any five applications of DASS? | CO3U | 8M |
| d) | Explain in brief the different components of E-SCM. | CO2U | 7M |
| Q.4) | Answer the following:- | | |
| a) | Why do we need database? Explain with one example. | CO3R | 8M |
| b) | Explain the process flow of data mining. | CO3U | 7M |
| | **OR** | | |
| c) | Discuss Privacy issues and CRM. | CO2E | 8M |
| d) | What is DBMS and Data Warehouse? | CO3R | 7M |
| Q5. | Write short notes on:- | | 15M |
| · | ITO | CO1U | |
| · | Data Mining | CO2U | |
| · | Data Marts | CO3U | |
| · | KPO and BPO | CO4U | |
| · | MIS subsystem | CO4U | |