OCt-2018

FL. NSS, NCC
M. Eco, Aud IRm

Duration 2 ½ hours   Max marks: 75

Note :   i.   All questions are compulsory.
           ii   Figures to the right indicate full marks.
           iii   Draw neat and clean diagram whenever necessary.

Q1. Choose correct alternatives. (Any 8)   **8 Marks**

1. ERP applications are most commonly deployed in a _____
   a) Distributed Environment   b) Private environment
   c) Closed Environment   d) Derived environment

2. OLAP stands for _____
   a) Online Array Promotion   b) Online Local Analytical Projections
   c) Online Analytical Processing   d) On time Local Analytical Processing

3. In _____ , the data in different tables is mapped with relations
   a) Flat File DBMS   b) Relational DBMS
   c) Network DBMS   d) Hierarchical DBMS

4. A _____ , enterprise wide System is based on a common database and
   a modular software
   a) Data mining   b) MS Word
   c) ERP   d) Electronic Data Interchange

5. KDD stands for _____
   a) Key Data Discovery   b) Knowledge Discovery in Databases
   c) Key Dynamics Data   d) Knowledge Draft in Databases

6. _____ processes information to support the decision making process of
   a manager.
   a) TPS   b) DBS
   c) DSS   d) MSS

7. _____ means the definition of a valid set of values for an
   attribute
   a) Domain Integrity   b) Access Control
   c) Data Mining   d) Entity

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8. MDSS stands for
   a) Marketing Decision Support System   b) Management DSS
   c) Major Decision Support System   d) Marketing Domain Services System

9. _____ programs analyse relationships and patterns in database
   a) MIS   b) DSS
   c) Data Mining   d) E- CRM

10. _____ are the heterogeneous data sources are merged into a single database
    a) Pattern Evaluation   b) Data Integration
    c) Data Selection   d) Data Cleaning

Q1.B State whether the following statements are True or False (Any 7) 7 Marks
1. A DSS used in medicine is called Clinical DSS
2. Marketing Decision Support System is also known as Analytical Marketing System.
3. CRM is a repository of a database
4. Data mining is focused on a single subject, such as sales marketing, finance etc.
5. A warehouse manager backups data in the data warehouse
6. In 3 tier ERP architectures, the server handles both the application and database duties
7. Payroll processing is an example of Marketing module of an ERP
8. TPS is an Information system application that assists decision making
9. GDSS stands for Group Decision Support Systems
10. In an ideal ERP, multiple databases are utilized in a system.

Q2. A. Define MIS. Explain objectives of MIS.   **8 Marks**
      B. What is a database? Explain the types of databases?   **7 Marks**
OR
Q2. A. Explain the classification of DSS?   **8 Marks**
      B. Differentiate between MIS and DSS.   **7 Marks**

Q3. A. Define e-CRM. How does it differ from traditional CRM?   **8 Marks**
      B. What is e-SCM? Enlist benefits of e-SCM.   **7 Marks**
OR

Q3. A. What is an ERP? What are the important implementation steps? **8 Marks**

B. Explain e- CRM and workflow Automation in detail? **7 Marks**

Q4. A. Discuss Extended ERP. **8 Marks**

B. What is data mining? Explain the techniques in Data Mining? **7 Marks**

OR

Q4. A. Explain the characteristics of DSS? **8 Marks**

B. Explain the need for DBMS? Also write in brief about the types of keys in databases? **7 Marks**

Q5. A. What is data warehousing? Explain its advantages and disadvantages? **8 Marks**

B. Explain Business process outsourcing and KPO with suitable example. **7 Marks**

OR

Q5. **Write Short Notes (Any 3)** **15 Marks**
1. Characteristics of MIS.
2. Need for Outsourcing
3. Data Marts
4. Expert Systems
5. ERP lifecycle

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