

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)****(8)**

1. System which supports the process of decision making is (CO1)  
a. Unstructured decision    b. Decision making    c. CBIS    d. DSS
2. Information systems that include management information, decision support and executive information system are collectively known as (CO1)  
a. Management information systems    b. Operations support system  
c. Cross functional systems    d. Data support system
3. ERP stands for (CO2)  
a. Enterprise resource planning    b. Employee resource planning  
c. Enterprise restores point    d. Environment resource planning
4. Which one of the following is not a type of information? (CO2)  
a. Tactical    b. Statistical    c. Operational    d. Strategic
5. Example of ERP is (CO2)  
a. SAP AG    b. VB    c. JAVA    d. MS-Office
6. Which of the following is not a component of a data warehouse? (CO3).  
a. Metadata    b. Current details data  
c. Lightly summarized data    d. component key
7. Concept description is the basic form of the  
a. Predictive data mining    b. Descriptive data mining    c. Data warehouse    d. Rational data bases
8. Data warehouse architecture is based on (CO3)  
a. DBMS    b. RDBMS    c. SQL    d. ORACLE
9. A system consisting of hardware/software that attempts to emulate the processing patterns of the biological brain is called \_\_\_\_\_. (CO4)  
a. Fuzzy logical    b. Neural Network    c. AI    d. Knowledge based system
10. Closed system is basically.  
a. Independent of its input    b. Dependent on its environment  
c. Independent of its environment    d. Independent of its output.

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

1. A DSS used in medicine is called clinical DSS. (CO1)
2. SAP is a product of Microsoft. (CO2)
3. OLAP queries require multi-dimensional representation. (CO1)
4. GUI is the level closest to the user. (CO2)
5. CRM is a repository of a database. (CO2)
6. SCM helps of warehouse robotics. (CO2)
7. Database server is accessible to all users. (CO3)
8. Adhoc queries have their specific format defined. (CO4)
9. Data management is a front office service. (CO4)
10. Data mining can derive actionable information from large volumes of data. (CO4)

**Q2. Answer the following:**

1. Explain in detail the about the sub - systems of MIS. CO1 – (U) (8)
  2. Explain the types of DSS. CO1- (U) (7)
- Or**
3. Explain the types of MIS. CO1 – (R) (8)
  4. Elaborate some of functions of marketing process. CO1 (A) (7)

**Q3. Answer the following**

1. Write in detail a brief lifestyle of ERP. CO2 – (A) (8)
  2. Explain 3 different types of models in cloud computing. CO2 – (U) (7)
- Or**
3. Write about ERP software and its applications CO2 – (A) (8)
  4. Brief the advantages of E-CRM. CO2 (U) (7)

**Q4. Answer the following**

1. Explain the process flow of data mining. CO3 – (A) (8)
  2. Write three kinds of data warehouse applications. CO3 – (U) (7)
- Or**
3. Write about database and its characteristics. CO3 – (R) (8)
  4. Explain the components of database system. CO3 - (U) (7)

- Q5. (A)** What is outsourcing? Write about scope of outsourcing. CO4 (R) (8)
- (B)** What are the challenges faced by KPO industry.CO4 – (U) (7)

**Or**

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

- |                          |         |
|--------------------------|---------|
| a) Trends in outsourcing | CO4 (U) |
| b) Disadvantage of MIS   | CO1 (R) |
| c) E-CRM                 | CO2 (R) |
| d) Objectives of DSS     | CO1 (U) |
| e) DBMS                  | CO2 (R) |

**(15)**