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SARDAR PATEL UNIVERSITY
EXTERNAL EXAMINATION-2013
FY BCA SEMESETER-I
US01EBCA02 – Information Technology in Business

Date: 16/11/2013   Time: 2:30pm-4:30pm   Marks: 70

Q-1   Multiple Choice Questions.   **[10]**

1. Which of the following is a resource of information system?
   (A) People   (B) data
   (C) network   (D) all of above

2. Communications media, communications processors, network access and control software are the examples of _____.
   (A) information products (B) networks resources
   (C) software resources   (D) Data resources

3. _____ programs controls and supports the operations of a computer system.
   (A) Operating system. (B) payroll
   (C) word processing   (D) all of the above

4. _____ normally works on structured to semi structured environments and utilize the model base and database for optimum utilization of resources.
   (A) TPS   (B) DSS
   (C) MIS   (D) EIS

5. _____ is defined as a set of interrelated components, with a clearly defined boundary, working together to achieve a common set of objectives.
   (A) system   (B) software
   (C) database   (D) internet

6. The goal of HRM is the _____ & _____ used of Human Resources Of a company
   (A) Effective ,Efficient   (B) Information ,Control
   (C) Management ,Control   (D) None of the above

7. _____ Records employee work & compensation data & produces pay- checks & other payroll documents & reports.
   (A) Order Processing system   (B) Payroll
   (C) General Ledger   (D) None of the above

8. Three basic Categories of E-Commerce are _____
   (A) B2B, B2C, C2C   (B) C2B, B2B, C2C
   (C) B2B, Online Auction, B2C   (D) None of the above.

9. E-business and E-commerce applications and Internet technologies can be used strategically for _____.
   (A) Interactive Marketing   (B) High selling
   (B) Competitive Advantage   (D) None of the above.

10. Online auction websites are the examples of _____ E-commerce category.
    (A) B2C   (B) B2B
    (C) C2C   (D) None of the above.

Q-2   Answer the following questions (Any Ten)
       1.   Explain information system with example.   [20]
       2.   Explain importance of information system
       3.   What is transaction processing system? Explain in short
       4.   Discuss different IS functions.
       5.   Explain Difference between data v/s information
       6.   What is order processing? Explain with example.
       7.   Explain Inventory Control in brief.
       8.   What is interactive marketing? Explain with example
       9.   Discuss Sales Force Automation in brief.
       10.   What is the use of E-Commerce?
       11.   Explain Supply Chain Management in brief.
       12.   Discuss Marketing and Fulfillment as major application clusters in CRM.

Q-3   [A]   Explain data pyramid.   [05]
       [B]   Explain decision support systems and management information system.   [05]
                                          OR
       [A]   What is system? Explain various activity Information systems.   [05]
       [B]   Explain categories of information system.   [05]

Q-4   [A]   List information system model. Explain any two.   [05]
       [B]   Explain strategic advantage through IT.   [05]
                                          OR
       [A]   Explain managerial challenges of information technology.   [05]
       [B]   Explain data resources and network resources.   [05]

Q-5   [A]   Explain accounting system in detail.   [05]
       [B]   Discuss HRM with all its functions   [05]
                                          OR
       [A]   What is target marketing? Explain with component.   [05]
       [B]   Explain Financial Management System in detail.   [05]

Q-6   [A]   Explain Customer Relationship Management in detail.   [10]
                                          OR
       [A]   What do you mean by Explain Enterprise Resource (ERP)? Explain ERP   [10]
             Planning in detail.

~~~ ALL THE BEST ~~~