SARDAR PATEL UNIVERSITY

F.Y.B.C.A. (1st Semester) (CBCS) EXAMINATION – 2016

US01EBCA02 : Information Technology in Business

Date: 16/11/2016, Wednesday   Time: 10:00 AM to 12:00 PM   Total Marks : 70

Q.1 Multiple choice questions: [10]

1 Heuristics and models are the parts of :
A. Data   B. Information
C. knowledge   D. Wisdom

2 An _____ is a private computer network that uses Internet Protocol technologies to securely share any part of an organization's information or network.
A. Intranet   B. Extranet
C. Internet   D. Encapsulation

3 _____ activity is required to convert data into information for end users.
A. organize   B. analyze
C. manipulate   D. all of the above

4 Payroll is a _____ program.
A. system   B. application
C. function   D. procedure

5 _____ hold processed and organized data.
A. knowledgebase   B. information base
C. database   D. wisdom base

6 In _____ marketing customers are not just passive participants but are actively engaged in interactive process.
A. Interactive   B. Targeted
C. Sales force auto main   D. None of Above

7 C.I.M stands for _____
A. Computer Integrated Manufacturing   B. Computer Information Marketing
C. Computer Information Manufacturing   D. Computer Integrated Management

8 _____ system process data reflecting changes to items in inventory
A. Order processing system   B. Inventory control
C. Account receiving   D. Account payable

9 _____ serves as a framework to integrate and automate many of the business process.
A. ERP   B. CRM
C. SCM   D. None

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

Q.2 Attempt any ten out of twelve. [20]
1. What is information system?
2. Explain control of system performance..
3. Explain input activities.
4. Discuss different IT goals for business.
5. Explain in brief information systems resources and products.
6. Explain network infrastructure.
7. Which functions are supported by HR systems?
8. What do you mean by Targeted Marketing?
9. What is the main purpose of the Accounting System?
10. List major application clusters in CRM.
11. Discuss supply Chain in brief.
12. Discuss B2C E-commerce.

Q.3 (a) Discuss IS framework for business professional. [5]
(b) Explain information system activities. [5]
OR
(a) Explain data pyramid for computer based systems. [5]
(b) Explain what is system, information system and importance of information system in business. [5]

Q.4 (a) Write a note on people resources and hardware resources. [6]
(b) Write a difference between data and information. [4]
OR
(a) Write a note on software resources and network resources. [6]
(b) Describe components of an information system. [4]

Q.5 Explain Marketing Systems in detail. Also explain CIM in detail. [10]
OR
Q.5 Discuss HRM with following functions: [10]
(a) HRM and the Internet (b) HRM and the Corporate Intranets
(c) Staffing the Organization (d) Training and Development

Q.6 (a) Explain Financial Management System in detail. [4]
(b) Explain Customer Relationship Management in detail. [6]
OR
Q.6(a) Explain Scope of E-commerce as B2C, B2B, C2C. [4]
(b) Discuss Accounting System with following functions: [6]
(a) Accounts Receivable (b) Accounts Payable (c) Payroll

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