

C13J

SARDAR PATEL UNIVERSITY

External Examination - March/April - 2016

B. Sc. - Semester - IV

US04ECSC03 - Information Technology in Business

Date : 19-04-2016, Tuesday

Time : 10:30 A.M. to 12:30 P.M.

Max Marks : 70

Q - 1 Multiple Choice Questions.

[10]

1. _____ 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
2. The concept of hardware resources includes all _____ and _____ media.
(A) Physical and Logical (B) Data and Logical
(C) Physical and Data (D) None of the above
3. Heuristics and models are the parts of _____.
(A) Data (B) Information
(C) Knowledge (D) Wisdom
4. _____ programs controls and supports the operations of a computer system.
(A) Operating system (B) Payroll
(C) Word processing (D) All of the above
5. _____ is a collection of an operating instructions
(A) Procedures (B) Software
(C) Program (D) Output
6. _____ serves as a framework to integrate and automate many of the business process.
(A) ERP (B) CRM
(C) SCM (D) None of the above.
7. The H.R.M stands for _____.
(A) Human Resource Management (B) Human Research Maintenance
(C) Human Resource Maintenance (D) High Resource management
8. 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 the above
9. CRM stands for _____.
(A) Customer Relationship Management (B) Customer Resource Management
(C) Cash Resource Management (D) None of the above.
10. _____ system forecast & many cash position.
(A) Cash Management (B) Invest Management
(C) Capital Bud (D) Find plan

- Q - 2 Attempt any Ten questions. [20]
1. What is information system?
 2. Draw a data pyramid for management perspective.
 3. Differentiate information system and information technology.
 4. Define term: data versus information.
 5. Write a note on Hardware resources
 6. Who are end users for information system?
 7. Draw the diagram of functional business information system.
 8. Discuss interactive marketing.
 9. Discuss sales force automation in brief.
 10. What is the use of ERP?
 11. Draw the diagram of three phases of CRM.
 12. What is the role of SCM?
- Q - 3[A] Explain in brief category of information system [06]
 [B] What is system? Explain three basic functions of system. [04]
- OR**
- Q - 3[A] Explain information system activities. [06]
 [B] List and explain areas of IS knowledge using a diagram. [04]
- Q - 4[A] Explain People Resources and Software Resources in detail. [06]
 [B] Describe components of an information system. [04]
- OR**
- Q - 4[A] Explain managerial challenges of IT. [05]
 [B] How strategic advantage in the business can be gained using Information Technology? [05]
- Q - 5[A] Explain Human Resources Management System in detail. [05]
 [B] Explain Accounting System in detail. [05]
- OR**
- Q - 5[A] Explain the component of targeted marketing system. [05]
 [B] Explain Financial Management System in detail. [05]
- Q - 6 What is CRM? Explain major application cluster in CRM. Give the benefits of CRM. [10]
- OR**
- Q - 6 What is E-Commerce? Explain Scope of E-commerce as B2C, B2B, and C2C in detail. [10]
