[12/A-12]

SARDAR PATEL UNIVERSITY
External Examination (CBCS)
B. Sc. - IVth Semester (Computer Science)
US04ECSC03 : Information Technology in Business
19th April, Thursday - 2018

Time : 10:00 am to 12:00 pm   Total Marks :70

Q-1   Select an appropriate option.   10
1.   IT provides reengineering and cross functional integration of business processes using _____ technologies.
(a) Internet   (b) Financial   (c) Computer   (d) All of the above

2.   _____ are people who develop and operate information systems.
(a) Suppliers   (b) End users   (c) Managers   (d) IS specialists

3.   ____ must be monitored and evaluated to determine if the system is meeting established performance standards.
(a) Motivation   (b) Feedback   (c) Control   (d) Form

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.   Payroll is a _____ program.
(a) System   (b) Procedure   (c) Function   (d) Application

6.   Information products include _____ and business documents.
(a) Management reports   (b) Database   (c) Query   (d) Table

7.   _____ marketing establish two – way transaction between a business & its Customers.
(a) Interactive   (b) Targeted
(c) Sales force auto main   (d) None of the above

8.   _____ Marketing has become an important tool in developing advertising & promotion strategies for a company's E – Commerce websites
(a) Interactive   (b) Targeted
(c) Sales force auto main   (d) None of the above

9.   Customer service and support is an application area of ·_____.
(a) ERP   (b) CRM   (c) SCM   (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

C.P.T.O.]

Q-2   Answer the following questions. (Attempt any **TEN**)   20

   1.   Discuss importance of information system.
   2.   Discuss control of system performance.
   3.   Discuss storage activities.
   4.   Define term: data versus information.
   5.   Who are end users for information system?
   6.   What do you mean by IS Specialist?
   7.   Discuss sales force automation.
   8.   What is the function of Payroll system?
   9.   What do you mean by Cash Management?
   10. What is the objective of SCM?
   11. What is the use of ERP?
   12. What is the role of SCM?

Q-3
(a)   Explain information system activities.   5
(b)   Explain data pyramid for computer based systems.   5

OR

Q-3
(a)   Discuss IS framework for business professional.   5
(b)   Explain in brief category of information system.   5

Q-4   Explain managerial challenges of IT.   10

OR

Q-4   Describe components of an Information System.   10

Q-5
(a)   Explain Human Resources Management System in detail.   5
(b)   Explain Financial Management System in detail.   5

OR

Q-5
(a)   Explain the component of targeted marketing system.   5
(b)   Explain Accounting System in detail.   5

Q-6
(a)   What is CRM? Explain three phases of CRM.   5
(b)   What is ERP? Discuss Benefits and challenges of ERP.   5

OR

Q-6
(a)   Discuss Benefits and challenges of CRM.   5
(b)   Explain Scope of E-commerce as B2C, B2B, and C2C.   5

— X —