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SARDAR PATEL UNIVERSITY
External Examination
M.Sc. I.T. (Integrated) First Semester(NC)
PS01EIT02: Information Technology In Business
1st May, 2015

Time: 10.30 am to 12.30 pm

Max. Marks – 70

Q1. Multiple Choice Questions.

[10]

1. _____ is the data about measurement of the performance of system.
 (A) Feedback (B) Processing
 (C) Presentation (D) Output
2. Operating system is an Example of _____.
 (A) Application Software (B) System software
 (C) Hardware (D) Software
3. _____ is a basic system component of information systems.
 (A) Input (B) Output
 (C) Processing (D) Storage
4. _____ is a collection of a operating instructions.
 (A) Procedures (B) Software
 (C) Program (D) Output
5. Which one is not the strategic use of IT?
 (A) Innovate (B) Promote growth
 (C) Lower cost (D) Creative
6. Software resources include _____.
 (A) Program (B) Procedure
 (C) Both A and B (D) None of these
7. _____ is a Backbone of E-Business.
 (A) Timer (B) Form
 (C) Label (D) Button
8. _____ is a changing the shape of the competition.
 (A) E-commerce (B) B2C
 (C) B2B (D) C2C
9. In _____ Marketing customers are not just passive participants but are actively engaged in interactive process.
 (A) Interactive (B) Target
 (C) Sales Force (D) None of above
10. HRM means _____.
 (A) Human Resource Management (B) Human Resource Media
 (C) Human Resource Medium (D) None of these

Q.2 Short answer (Attempt Any Ten Questions) [20]

- 1) What is information system?
- 2) What is system?
- 3) What is knowledge ?
- 4) List down Information system resources.
- 5) List down component of information system.
- 6) What is data?
- 7) List down objectives of CIM.
- 8) Explain SCOPE of E-Commerce.
- 9) Explain ERP in short?
- 10) What is Interactive Marketing?
- 11) Draw the diagram of Marketing Information System.
- 12) List down five major component of Targeted Marketing.

Q-3 [A] Explain Categories of Information System in detail. [10]

OR

Q-3 [A] Explain Data pyramid in detail [10]

Q-4 [A] Explain People resources in detail. [06]

[B] Explain Data resources in detail. [04]

OR

Q-4 [A] Explain Network resources in detail. [06]

[B] Explain Hardware in detail? [04]

Q.5 [A] Explain Enterprise Resource Planning in detail. [06]

[B] Explain Customer Relationship Management in detail. [04]

OR

Q.5 [A] Explain Supply Chain Management in detail. [06]

[B] Explain Scope of E-commerce as B2C, B2B, C2C. [04]

Q-6 [A] Explain Financial Management System in detail. [06]

[B] Explain Marketing Systems. [04]

OR

[A] Explain Manufacturing Information Systems in context of CIM. [06]

[B] Discuss HRM with Staffing the Organization. [04]