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SARDAR PATEL UNIVERSITY
External Examination
M. Sc. - IT (Integrated) – First Semester
PS01EIIT02 - Information Technology in Business
12th December, 2012

Time:10:30 am to 12:30 pm   Max. Marks – 70

Q-1   MCQ   [10]

1)   The three basic information components / functions are _____.
   a) Input , Processing , Output
   b) Input , Output , Analysis
   c) Input , Presentation , Processing
   d) Presentation , Analysis , Processing

2)   _____ is the data about the performance of the system.
   a) Feedback   c) Processing
   b) Presentation   d) Output

3)   People Resources includes _____
   a) Specialists   c) Both (a) & (b)
   b) End User   d) None of the above

4)   Which one of the following is not the strategic use of I.T.?
   a) Innovate   c) Promote growth
   b) Lower cost   d) Creative

5)   A _____ is a collection of interrelated fields.
   a) Field   c) Record
   b) File   d) Database

6)   C.I.M stands for _____
   a) Computer Integrated Manufacturing
   b) Computer Information Marketing
   c) Computer Information Manufacturing
   d) Computer Integrated Management

7)   _____ technology allows companies to process most common HRM application over their corporate NETWORK.
   a) Intranet   c) Internet
   b) Extranet   d) None of the above

8)   _____ system forecast & many cash position.
   a) Cash Management   c) Invest Management
   b) Capital Bud   d) Find plan

9)   Online auction websites are the examples of _____ E-commerce category.
   a) B2C   c) B2B
   b) C2C   d) None of the above.

10) _____ serves as a framework to integrate and automate many of the business process.
   a) ERP   c) CRM
   b) SCM   d) None of the above

Q-2 Write down the answer of following short questions. (Any Ten) [20]
1) Explain the meaning of DSS, TPS and MIS.
2) Explain input activities.
3) List and explain areas of IS knowledge using a diagram.
4) Draw information system model.
5) Explain terminologies: System software and application software
6) Explain the meaning of IS specialist.
7) What do you mean by Targeted Marketing?
8) Which functions are supported by HR systems?
9) What is the function of Manufacturing Information System?
10) Discuss Supply Chain in brief.
11) How Global Market Penetration can help a company to optimize the Strategic impact of Internet?
12) What is the scope of E-commerce?

Q-3 A) Explain data pyramid for computer based systems. [05]
B) Explain information technologies. [05]

OR

Q-3 A) Explain what is system, information system and importance of information system in business. [05]
B) Explain information system activities. [05]

Q-4 A) Describe components of an information system. [06]
B) Write a difference between data and information. [04]

OR

Q-4 A) Explain managerial challenges of IT. [06]
B) Write a note on people resources and hardware resources. [04]

Q-5 A) Discuss Accounting System with following functions: [10]
(a) Order Processing
(b) Inventory Control
(c) Accounts Receivable
(d) Accounts Payable
(e) Payroll

OR

Q-5 A) Explain Marketing Systems in detail. [10]

Q-6 A) Explain Enterprise Resource Planning in detail. [05]
B) Identifying E-business and E-commerce Strategies as matrix representation. [05]

OR

Q-6 A) Explain Scope of E-commerce as B2C, B2B, C2C. [05]
B) Explain Customer Relationship Management in detail. [05]

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