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SARDAR PATEL UNIVERSITY
External Examination
B.Sc. (C.A & IT)– First Semester
PS01EIIT02: Information Technology in Business
29th October, 2016 Saturday

Time: 10.00AM to 12.00 PM   Max. Marks – 70

Q.1   **Multiple choice questions.**   [10]

i. _____ is the data about measurement of the performance of system.

   (A) Feedback   (B) Presentation

   (C) Processing   (D) Output

ii. _____ is a basic system component of information systems.

   (A) Input   (B) Output

   (C) Processing   (D) Storage

iii. Which one is not the strategic use of IT ?

   (A) Innovate   (B) Lower cost

   (C) Promote growth   (D) Creative

iv. _____ is a collection of operating instructions.

   (A) Procedure   (B) Modem

   (C) Software   (D) None of these

v. _____ is a changing the shape of the competition.

   (A) E-commerce   (B) B2B

   (C) B2C   (D) None of these

vi. How many basic categories of E-commerce?

   (A) One   (B) Two

   (C) Three   (D) Four

vii _____ is a Backbone of E-Business.

   (A) CRM   (B) CIM

   (C) SCM   (D) ERP

viii Which is not a Part of FMS ?

   (A) Cash management   (B) Capital Budgeting

   (C) Financial Planning   (D) Order Processing

ix Which is a objective of CIM ?

   A) Simplicity   (B) Continues

   (C) Simplify   (D) different

x. Which of the following is not a major component of Targeted marketing ?

   A) Online behavior   (B) Context

   (C) Company   (D) Content

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

1) What is system?
2) Explain input activities.
3) What is information system?
4) Define the term data.
5) List down component of information system.
6) Define the term hardware.
7) Explain C2C.
8) What is ERP?
9) List down objectives of CIM.
10) What is Interactive Marketing?
11) List down common business Accounting System.
12) Draw the diagram of Functional Business System.

Q.3 [A] List and Explain different System activity. [05]
     [B] Explain Categories of Information System in detail. [05]

OR

Q.3 [A] Explain IS Framework in detail. [05]
     [B] Explain Data pyramid in detail. [05]

Q.4 [A] Draw and Explain Software, Network and Data Resources of Information System [10]

OR

Q.4 [A] Draw and Explain People ,Hardware and Data Resources of Information System. [10]

Q.5 [A] Explain Enterprise Resource Planning in detail. [05]
     [B] Explain Supply Chain Management in detail. [05]

OR

Q.5 [A] Explain Customer Relationship Management in detail. [05]
     [B] Explain Scope of E-commerce as B2C, B2B, C2C. [05]

Q-6 [A] Explain Manufacturing Information Systems in context of CIM. [06]
     [B] Explain Financial Management System in detail. [04]

OR

Q-6 [A] Explain Marketing Systems in detail. [06]
     [B] Explain CIM in detail. [04]

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