Information Technology in Business Management - II
S.Y.BMS   A.T.K.T. Exam sept-2022   23/9/22
Sem - IV   75 Marks

NOTE: i.   All questions are compulsory.
        ii   Figures to the right indicate full marks.
        iii   Draw neat and clean diagram whenever necessary.

Q1. Choose correct alternatives. (Any 8)   8 Marks

1. _____ predicts future trends & behaviors, allowing business managers to make proactive, knowledge-driven decisions.
   a) Data Warehouse   b) Data mining
   c) Datamarts   d) Metadata

2. The most important reason for failure of MIS is _____.
   a) Use of proper tools for design   b) Non-involvement of end-user
   c) Improper Specification   d) None of the above

3. An information system that supports the planning and assessment needs of executive management is
   a) DSS   b) TPS
   c) ERP   d) None of the above

4. In_____type of BPO, customer has to carry out significant part of process in-house
   a) Transactional BPO   b) Niche BPO
   c) Comprehensive BPO   d) None of the above.

5. ERP system is built on a_____ utilising a common computing platform
   a) Centralised database   b) Individual databases
   c) Modular databases   d) Centralised layout

6. The full form of OLAP is _____
   a) Online Analytical Processing   b) Online Advanced Processing
   c) Online Advanced Preparation   d) Online Analytical Performance

7. The primary key having two or more attributes is called as _____
   a) Super Key   b) Composite Key
   c) Candidate Key   d) None

8. Data Cleaning is the process of_____.
   a) Searching through consistent data   b) Editing/Removing inconsistent data
   c) Removing historical data   d) Editing past data

9. KPO requires _____
   a) Advanced analytical and technical skills   b) High degree of specialist expertise
   c) Neither as a nor b   d) Both a & b

10. Who are the primary users of SCM systems?
    a) Accounting, finance, logistics, and production   b) Sales, marketing,
       customer service
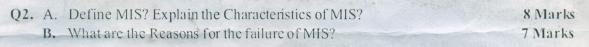   c) Customers, resellers, partners, suppliers, and distributors   d) All of the above

Q1.B State whether the following statements are True or False (Any 7) **7 Marks**

1. The role of ETL process is to identify erroneous data and to fix them.
2. The relational database model was created by E.F. Codd.
3. Redundancy refers to accuracy of data.
4. Knowledge Management is a component of DSS.
5. Enterprise Resource Planning (ERP) is an example of a single user database.
6. The basic idea of CRM is to treat different customer differently.
7. Surveys and market research are the examples of inbound services.
8. Business Intelligence is a part of XRP.
9. KDD stands for Knowledge Discovery in Databases.
10. Classification technique is used in data warehouse.

Q2. A. Define MIS? Explain the Characteristics of MIS? **8 Marks**
B. What are the Reasons for the failure of MIS? **7 Marks**

OR

Q2. A. Explain any five applications of DSS? **8 Marks**
B. Discuss the CHARACTERISTICS OF DSS? **7 Marks**

Q3. A. Explain in brief features of ERP? **8 Marks**
B. How does workflow automation help CRM? **7 Marks**

OR

Q3. C. Explain in brief the Advantages of e-supply chain management. **8 Marks**
B. Write a note of Architecture of ERP. **7 Marks**

Q4. A. What are the different types of Keys in DBMS? **8 Marks**
B. What is DBMS? Why do we need databases? Explain with example. **7 Marks**

OR

Q4. C. Explain the Data Warehouse Architecture with suitable diagram. **8 Marks**
D. What are the challenges faced by KPO industry? **7 Marks**

Q5. A. What are the benefits of Business Process Outsourcing? **8 Marks**
B. Explain in brief Cloud computing service model? **7 Marks**

OR

Q5. **Write Short Notes (Any 3)** **15 Marks**
1. Marketing & Sales System
2. Extended ERP
3. Data mining
4. Integrity Constraints
5. ITO

XXXX