Duration: 2 1/2 hours   Max Marks: 75

NOTE: 1. All questions are compulsory
             2. Figures to the right indicate full marks
             3. Draw neat diagram whenever necessary

Q.1   [A]   Fill in the blanks   8 Marks

1.   _____ means the definition of a valid set of values for an attribute.

2.   Management information system uses _____ for its data inputs.

3.   DSS processes _____ to support the decision making process of a manager.

4.   In two – tier ERP implementation, _____ handles both application and database.

5.   CRM stands for _____.

6.   _____ involves transmitting orders and updating the status of delivery.

7.   In _____ database model, each entity has only one parent but can have several children.

8.   Data cleaning is the process of _____.

9.   _____ is a subset of KPO.

10.   BPO that is contracted outside a company's own country is called _____.

[B]   State whether the following statements are True or False (Any 7)   7 Marks

1.   Primary key and super key are same.

2.   Executive support system is a special kind of DSS.

3.   OLAP stands for Online Analytical Processing.

4.   In PaaS, the cloud provider leases applications or softwares which are owned by them to its clients.

5.   CRM is a repository of a database.

6.   Extranet, Intranet and Internet is used in e-supply chain management.

7.   In database, column is also referred as tuple.

8.   Data mining is a type of data warehouse.

9.   Redundancy refers to accuracy of data.

10.   Outsourcing eliminates risk management part completely.

Q.2 [A]   Explain: Disadvantages of MIS   8 Mar

      [B]   What is cloud computing? Explain different models of cloud computing.   7 Mar

OR

      [C]   Explain any five needs for DBMS.   15 Mar

Q.3 [A]   Explain the stages of customer life cycle. (Any 4)   8 Mar

      [B]   Differentiate between KPO and ITO.   7 Mar

OR

      [C]   List the advantages of E – supply chain management.   8 Mar

      [D]   Explain characteristics of DSS.   7 Mar

Q.4 [A]   Explain disadvantages of Data warehouse.   8 Mar

      [B]   Explain horizontal BPO and vertical BPO   7 Mar

OR

      [C]   List the stages involved in the process of Data mining.   15 Mar
            Explain any two in detail. Also explain the techniques of Data mining.

Q.5 [A]   Explain: Data mining.   8 Ma

      [B]   List the structure of MIS based on physical components. Explain each in detail. 7 Mar

OR

      [C]   Write short notes on: (Any three)   15 Mar

          (a) MIS Vs DSS

          (b) 2 – tier and 3 – tier ERP architecture

          (c) Flat file database model

          (d) Areas of KPO sector

          (e) Working of E-CRM