## S.Y. BIM - SEM III - A.T. K.T. Excars - Feb'20

COURSEE: SYBIM

SEM: III

SUBJECT: INFORMATION TECHNOLOGY IN INVERSEMENT MANGEMEN-I

TIME: 2.5HRS

11.2.20

MARKS: 75



- (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. The information of MIS comes from the .....
  - (a) Internal source (b) External source (c) Both internal and external (d) All of the above
- 2. By default on which page the header or the footer is printed?
  - (a) On the first page (b) On alternative page (c) On every page (d) none of the above
- 3. Choose the correct syntax for HLOOKUP.....
  - (a) =VLOOKUP(celladdressE1:D3)
  - (b) = HLOOKUP( lookup value, table\_array,col\_index\_num,rage\_lookup)
  - (c) = HLOOKUP( lookup value, table\_array,row\_index\_num,rage\_lookup)
  - (d) All of the above
- 4. Which of the following is not an example of an E-payment?
  - (a) Smart cards (b) Cash (C) Digital checks (d) Electronic billing
- 5. ..... system allows users to make multiple purchases, which will Be totaled up and billed for at the end of a time period
  - (a) Electronic cheque
- (b) E-wallets (C) Digital Accumulating Balance Payment
- (e) Credit Cards
- 6. Internal information for MIS may come from any one of the following department
  - (a) Customers care department (b) HR department (c) Marketing department
  - (d) Production department





7.	SSL	does	which	of the	foll	owing?
		4000	III CII	OI CIIC	LUII	O TTILL.

- (a) Create a secure private connection to a web server
- (b) Encrypts information
- (C)Send information over the internet
- (d) All
- 8. ERP stand for .....
  - (a) Enterprise resolution planning
  - (b) Enterprise resource Planning
  - (C) Enterprise reverse Planning
  - (d) None
- 9. Which one is also known as plastic money?
  - (a) Credit card (b) Debit Card (C) Paper Cash (d) None
- 10. The following returns the largest value from a list of supplied number......
  - (a) Average (b) SUM (C) MAX (d) MIN

## Q1B. State whether the following statement are True or False

7Marks

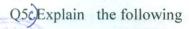
- 1. All the formulas in excel begin with =
- 2. To summarized analyzed and explore data we use Pivot table.
- 3. Internet commerce is the name for direct computer-to-computer transfer of transaction information contained in standard business document.
- 4. Advertising is not a function of E-commerce.
- 5. E-cash is not related to security mechanism.
- **6.** Full form of CRM is consumer rate marketing.
- 7. Count function returns a number rounded to a specified number of digits.



- **8.** A combination of software and information designed to provide security and information for payment is called a digital wallet.
- 9. Ctrl+N is the shortcut key to open a document in Ms-word.
- 10. In Ms-excel all the data and values are typing in worksheet.

Q2.A) Explain any five types of E-commerce	[08marks]
2 B) Explain: supply chain management (SCM)	[07marks]
OR	
Q2. C). What is E-commerce Consumer application and its Social interaction	[07marks]
Q2D). What are the Components of I-way with proper diagram	[08marks]
Q3. A) Explain ERP and its benefits in four area and its Needs	[08marks]
Q3 B). What is CRM and explain any seven components in CRM	[07marks]
OR	
Q3 C). What are the Tangible and Intangible benefits and advantages in ERP	[08marks]
(3D) What is Typical touch points in CRM	[07marks]
Q4. A) Explain: (a) SmartArt (b) Chart in excel with proper steps	[08marks]
G H B) Explain: (a) GOAL Seek (b) how to convert word to PDF	[07marks]
OR	
Q4.Explain the types of E-payments	[15marks]
Q5. A) Explain Mail merge with proper steps and example	[08marks]
Q5B) Explain SET protocol	[07marks]
	-





- (a) Min()
- (b) Max()
- (c) COUNT()
- (d) AVERAGE()
- (e) SUM()
- (f) VLOOKUP()

MUMBAI-49 ERR

[15marks]

\*\*\*\*\*\*\*