

COURSE: SYBIM

SEM: III

SUBJECT: INFORMATION TECHNOLOGY IN INVERSEMENT MANGEMEN-I

TIME: 2.5HRS

11.2.20

MARKS: 75



NOTE: (i) All question 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. 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,range\_lookup)  
(c) = HLOOKUP( lookup value, table\_array,row\_index\_num,range\_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 following?

- (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

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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]

Q2 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]

Q3D) What is Typical touch points in CRM [07marks]

Q4. A) Explain: (a) SmartArt (b) Chart in excel with proper steps [08marks]

Q4 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]

Q5 B) Explain SET protocol [07marks]



OR

Q5c) Explain the following

[15marks]

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

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