

21/4/23



- 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. (Any8)

8 Marks

1. EDI stand for

- a) Electronic Data Information b) Electronic Device Interchange
c) Electronic Data Interchange d) Electronic Data Information

2. ODBC stands for _____

- a) Open Data Base Connectivity b) Open Data Base Connection
c) Open Data Base Computer d) Object Data Base Computer

3. _____ oriented DSS follows certain procedures adopted as rules

- a) Database b) Text c) Rules d) Compound

4. SAP stands for _____

- a) System Application Products b) Service Application Products
c) System Analysis Products d) Service Analysis Products

5. Which one is not an objective of MIS

- a) Capturing data b) Removing data c) Processing data d) Summarizing data

6. Which is not an application of MIS

- a) Financial b) Marketing c) Manufacturing d) Redevelopment

7. DBMS stands for _____

- a) Database Management Secure b) Database Management System
c) Data Basic Management System d) Data Basic Management Secure

8. Which is not a type of Entity Relationship

- a) One to Many b) Many to Many c) One to One d) One to Two

9. In ACID "I" stands for _____

- a) Integration b) Integrity c) Independent d) Isolation

10. In Three tier architecture middle layer represents _____

- a) Database b) Application c) User d) System

Q1.B State whether the following statements are True or False (Any7)

7 Marks

1. GDSS stands for Group Decision Support Systems
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 Resources 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. CRM is a repository of a database
9. Outsourcing eliminates risk management part completely.
10. A DSS used in medicine is called Clinical DSS.

Q2.A. Define MIS. What are Objectives of MIS? 07 Marks

B. What is a database? Explain the types of databases? 08 Marks

OR

Q2.A. Discuss Characteristics of MIS? 8 Marks

B. Differentiate between MIS and DSS 7 Marks

Q3.A. Define e- CRM. How does it differ from traditional CRM. 08 Marks

B. What is e-SCM? Enlist benefits of e-SCM. 07 Marks

OR

Q3. A. What is ERP? What are the important implementation steps? 08 Marks

B. Explain e-CRM and workflow Automation in detail 07 Marks

Q4. A. Discuss Privacy issues and CRM 8 Marks

B. What is data mining? Explain the techniques in Data Mining 7 Marks

OR

Q4. A. Explain the characteristics of DSS 8 Marks

B. Explain the need for DBMS. Also write in brief about the types of keys in database 7 Marks

Q5. A. What is data warehousing? Explain its advantages and disadvantages. 8 Marks

B. Describe cloud computing service model with example. 7 Marks

OR

Q5. Write Short Notes (Any3)

15 Marks

1. Expert System
2. Need for Outsourcing
3. Data Marts
4. e-SCM
5. ERP lifecycle