COURSEE: SYBIM   18/10/19.   SEM: III

SUBJECT: INFORMATION TECHNOLOGY IN INVERSEMENT MANGEMEN-I   2019-20

TIME: 2.5HRS   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)   **8Marks**

1. The flow of information through MIS is………………

(a)   Need dependent   (b) organization dependent

(C) Information dependent (d) management dependent

2. Which type of e- commerce focuses on consumers dealing with each other?

(a) B2B (b) B2C (C) C2B   (d) C2C

3. Smart card can be accessed only using a ………………. Of customer

(a) Account Number   (b) PIN (C) Personal Information (d) Unique Code numbers

4. EFT stand for………………..

(a) Easy Fund Transfer   (b) Equality Fund transfer (C) Electronic Fund Transfer

(d)Electronic Fund Translator

5. E- commerce is not suitable for………….

(a) Sale /purchase of expensive jewellery (b) Sale/ purchase of mobile phones

(C) Sale/Purchase of branded clothes (d) online job searching

6. A……………… chart illustrate comparisons among individual items

(a) Bar (b) Pie (C) Line (d) X-Y Scatter

7. The macro option appears in ……………..

(a) Insert tab (b) Home tab (C) View tab (d) Data tab

8. Which of the following option does not appear in the Pivot table Pane?

(a) Column labels (b) Report tab (C) Values area (d) Cell

9. Which is not a function of E-commerce?

(a) Marketing (b) Advertising (C) Warehousing (d) None of the above

10. You can activate a cell in MS Excel by……………

(a) Pressing the Tab key (b) Clicking the cell (c) Pressing an arrow Key (d) All of above

Q1B. State whether the following statement are True or False   **7Marks**

1. A function must not contain another function in its argument.

2. JIT manufacturing stand for Just in Time Manufacturing.

3. Benchmark represents a system's ability to change quickly

4. Ctrl+S is the shortcut key to open a new document in MS-word

5. Mondex and visa Cash cards are example of smart cards

6. In B2B ,consumer deals with each other's

7. Paisa pay is facilitated in eBay.co.in

8. AVERAGEIF is a logical function.

9. Telnet is a Television Network.

10. IIS stand for for Internet ServiceProvider

Q2.A) Explain the (i)B2B,(ii)B2C,(iii) C2B,(iv) B2G,(v) G2C,(vi) G2G   [08marks]

Q2 B) Explain Media convergence in E-commerce   [07marks]

OR

Q2. Explain architecture framework of E-commerce   [15marks]

Q3. A), Explain in brief MIS –a support to the Management   [08marks]

Q3 B). Explain in brief (i) DSS,(ii) MIS and it advantages and disadvantages   [07marks]

OR

Q3)Explain ERP and its need, benefits, emerging trends   [15marks]

Q4. A) Explain the concept of CRM   [08marks]

Q4B) Explain the features to consider for any ERP   [07marks]

OR

Q4)what are the (i) Treats in E-commerce (ii) Six dimension of
   security in E-commerce   [15marks]

Q5)what is the use of Mail Merge tools? Write the steps for using Mail merge
   with example   [15marks]

OR

Q5B) Write short notes (any 3)   [15marks]

    (i)   SSL

    (ii)   Electronic Cheque

    (iii)   URL

    (iv)   Virus

    (v)   CIS

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