

18/4/19

SYBMS SYBMS
IT.



Note :

1. All questions are compulsory
2. All questions carry equal marks

Q1 A. Fill in the Blanks (Any 8):

(8 Marks)

1. Procurement of Raw material is the feature of
A) ERP-Marketing Module
B) ERP-HR Module
C) ERP-Finance Module
D) ERP-Purchase Module
2. Cloud based E- CRM includes
a) Cloud based customer services
b) Cloud Based Database
c) Mobile computing
d) All of the Above
3. The full form of OLAP is _____.
a) Online Advanced Processing
b) Online Advanced Preparation
c) Online Analytical Processing
d) Online Analytical Preparation
4. RFID stands for _____.
a) Radio Frequency Identification
b) Ratio Frequency Interface
c) Radio Frequency Interface
d) Radio Frequency Interface
5. Business Intelligence is included in _____.
a) MRP II
b) ERP
c) Extended ERP
d) MRP
6. EDI Stands for _____.
a) Electronic Data Interchange
b) Electronic Distributed Interchange
c) Electronic Data Interlink
d) None of the Above
7. The primary key having two or more attributes is called as _____.
a) Super Key
b) Composite Key
c) Candidate key
d) Foreign Key



8. Data about data is called as _____
- a) Tuple
 - b) Field
 - c) Metadata
 - d) Normalized data
9. Hub and Spoke model is a model of
- a) Outsourcing
 - b) Business Process Outsourcing
 - c) Cloud Computing
 - d) Data Processing
10. _____ is a DBMS software
- a) MySQL
 - b) Microsoft SQL
 - c) FoxPro
 - d) All of the Above

Q1 B. State whether following statement are True or False.(Any 7)

(7 Marks)

1. Outsourcing eliminates risk management part completely.
2. Database server is accessible to all users.
3. Redundancy refers to accuracy of data.
4. Ad-Hoc queries have their specific format defined.
5. Data mining can derive actionable information from large volumes of data.
6. GUI is the level closest to the user.
7. Data cleansing refers to removal of dirty data form warehouse.
8. ERP systems must have modular and open architecture .
9. Internet Bots are example of workflow automation.
10. OLAP queries require multidimensional representation.

Q2. Answer the Following:

- a) Define MIS. What are Objectives of MIS?
- b) Discuss Characteristics of MIS

(7 Marks)

(8 Marks)

OR

- a) Differentiate between MIS and DSS.
- b) Explain any four applications of DSS.

(7 Marks)

(8 Marks)

Q3. Answer the Following:

- a) Define ERP. Enlist and explain any 3 generic modules of ERP.
Explain with suitable diagram Architecture of ERP.

(7 Marks)

(8 Marks)

OR

- a) Define e-CRM. How does it differ from traditional CRM.
- b) Discuss Privacy issues and CRM.

(7 Marks)

(8 Marks)

Q4. Answer the Following:

(15 Marks)

- a) What is DBMS and Datawarehouse?
- b) Why do we need database .Explain with one example.

(7 Marks)

(8 Marks)

OR

- a) Discuss Data mining ?
- b) Explain process flow of data mining.

(7 Marks)

(8 Marks)

Q5. Answer the Following:

A. Explain Business process outsourcing and KPO with suitable example.

(08 Marks)

B. Describe cloud computing service model with example.

(07 Marks)

OR

Q5. Write Short Notes on (Any 3):

(15 Marks)

- 1.Data Marts
 - 2.KPO challenges
 - 3.Workflow automation in CRM
 - 4.e-SCM
 - 5.Vertical and Horizontal Process in Outsourcing
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