

Note :

1. All questions are compulsory
 2. All questions carry equal marks
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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 _____
- Tuple
 - Field
 - Metadata
 - Normalized data
9. Hub and Spoke model is a model of
- Outsourcing
 - Business Process Outsourcing
 - Cloud Computing
 - Data Processing
10. _____ is a DBMS software
- MySQL
 - Microsoft SQL
 - FoxPro
 - All of the Above

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

(7 Marks)

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

Q2. Answer the Following:

- Define MIS. What are Objectives of MIS?
- Discuss Characteristics of MIS

(7 Marks)

(8 Marks)

OR

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

(7 Marks)

(8 Marks)

Q3. Answer the Following:

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

(7 Marks)

(8 Marks)

OR

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

(7 Marks)

(8 Marks)

Q4. Answer the Following:

(15 Marks)

- a) What is DBMS and Datawarehouse? **(7 Marks)**
- b) Why do we need database .Explain with one example. **(8 Marks)**

OR

- a) Discuss Data mining ? **(7 Marks)**
- b) Explain process flow of data mining. **(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