

RM4I323

S4BMS
sem IV.
2313123
IT in
BUS mgt.

Duration: 2.5 Hours

Note: 1. All questions are compulsory

2. Figures to the right indicate full marks

Total Marks: 75

Q.1 A. Choose correct alternatives (Any 8)

8 Marks

1. Telemarketing is an example of _____ BPO.
a) Back Office b) Front Office c) Niche office d) Access Office
2. A single entry in the table is called _____.
a) Record b) Attribute c) Domain d) Fields
3. CAM stands for _____.
a) Computer Aided Manufacturing b) Computer Authorize Manufacturing
c) Computer Access Manufacturing d) Computer Application Manufacturing
4. ERP system is built on _____ database utilizing a common computing platform.
a) Centralized b) Individual c) Modular d) Derived
5. _____ Process information to support the decision making process of the manager.
a) TPS b) MIS c) DSS d) EIS
6. In data warehouse architecture the bottom tier is data warehouse _____.
a) OLAP Server b) Database Server c) User Server d) Domain Server
7. _____ is where information and knowledge related work are outsourced.
a) CPO b) LPO c) KPO d) RPO
8. _____ are the people who are not actual customers but could be converted into one.
a) Prospects b) Core Customers c) Core Defectors d) First Buyer
9. BPO contracted by a company's own country is sometimes called _____ outsourcing..
a) Onshore b) Offshore c) Nearshore d) All shore
10. Cloud based E-CRM includes cloud based _____ services.
a) Customer b) Resource c) Management d) System

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

7 Marks

1. Customer satisfaction and revenue growth are the direct benefits of E-CRM system.
2. Foreign key integrity constraint affects the referential integrity constraint.
3. GUI is the level closest to the user.
4. Rows referred to as fields, represent attributes of tables.
5. Financial MIS is used to help HR management to perform HR functions more effectively.
6. Data Transformation is the final step of KDD which represents knowledge.
7. In three tiers ERP architecture the server handles both application and database duties.

8. DSS is an information system application that assists decision making.
9. LPO allows companies to do human resources and recruitment.
10. Unclear goals and faulty hardware are the reasons for failure of MIS.

- Q. 2 A. Explain the MIS with Characteristics. 8 Marks
B. Explain Classification of DSS. 7 Marks

OR

- Q. 2 C. Reasons for failures of MIS 8 Marks
D. Explain the different Applications of DSS. 7 Marks

- Q. 3 A. Explain the different phases of ERP Implementation Lifecycle. 8 Marks
B. Explain Customer Lifecycle with different Phases. 7 Marks

OR

- Q. 3 C. Explain ERP with its different Types of Architecture. 8 Marks
D. Explain Cloud Computing with its types. 7 Marks

- Q. 4 A. Explain the different Types of Integrity Constraints. 8 Marks
B. Explain Data Mining with steps of KDD. 7 Marks

OR

- Q. 4 C. Explain Data Warehouse with Advantages. 8 Marks
D. Explain Keys & types of keys in Database. 7 Marks

- Q. 5 A. Explain the BPO with its Advantages. 8 Marks
Q. 5 B. Differentiate between KPO and BPO. 7 Marks

OR

- Q. 5 C. Write short note (any three) 15 Marks
1. CAM
 2. Any 5 Subsets of BPO
 3. E-CRM & its Advantages
 4. MRP
 5. Data Warehouse v/s Data Mart