

Information Technology in Business Management II
Paper /Subject Code :78501 Q.P Code:65466

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

(8 Marks)

1. D) ERP-Purchase Module
2. d) All of the Above
3. c) Online Analytical Processing
4. a) Radio Frequency Identification
5. c) Extended ERP
6. a) Electronic Data Interchange
7. b) Composite Key
8. c) Metadata
9. b) Business Process Outsourcing
10. 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. FALSE
2. Database server is accessible to all users. FALSE
3. Redundancy refers to accuracy of data. FALSE
4. Ad-Hoc queries have their specific format defined. FALSE
5. Data mining can derive actionable information from large volumes of data.TRUE
6. GUI is the level closest to the user. TRUE
7. Data cleansing refers to removal of dirty data form warehouse. TRUE
8. ERP systems must have modular and open architecture .TRUE
9. Internet Bots are example of workflow automation. TRUE
10. OLAP queries require multidimensional representation.TRUE

Q2. Answer the Following:

a) Define MIS. What are Objectives of MIS?

(7 Marks)

Define MIS:

Management information system is a comprehensive and coordinated set of information sub-systems which are rationally integrated and which transform data into information in a variety of ways to enhance productivity in

conformance with managers' styles and characteristics on the basis of established criteria". — GEORGE M. SCOTT

Objectives such as :

- Capturing Data – Capturing contextual data, or operational information that will contribute in decision making from various internal and external sources of organization.
- Processing Data – The captured data is processed into information needed for planning, organizing, coordinating, directing and controlling functionalities at strategic, tactical and operational level. Processing data means –
 - making calculations with the data
 - sorting data
 - classifying data and
 - summarizing data
- Information Storage – Information or processed data need to be stored for future use.
- Information Retrieval – The system should be able to retrieve this information from the storage as and when required by various users.
- Information Propagation – Information or the finished product of the MIS should be circulated to its users periodically using the organizational network.

b) Characteristics such as :

- Subsystem concept
- Integrated system and Internal Orientation
- Common centralized database
- Management Oriented and Management supporting
- Management directed
- Common data flows
- Flexibility

OR

Differentiate between MIS and DSS. Explain any five applications of DSS

MIS	DSS
Definition	Definition
Supports structured decision making	Supports unstructured or Semi-structured decisions
Provides information to support internal operations	Provides information to support specific situations
Focusses on Operational efficiency	Focusses on making effective decisions

- Explain any 5 applications of DSS

Q3. Answer the Following:

- a) Define ERP. Enlist and explain any 3 generic modules of ERP. (7 Marks)

Define and Explain any three

- **Finance Module**
- **HR module**
- **Production**
- **Inventory**
- **Purchase**
- **Sales**

- b) Explain with suitable diagram Architecture of ERP. (8 Marks)

Explain

- Two tier
- Three tier systems

OR

- a) Define e-CRM. How does it differ from traditional CRM. (7 Marks)

- E-CRM is the application of internet based technologies to achieve CRM objectives
- Explain differences between traditional and E-CRM

- b) Discuss Privacy issues and CRM. (8 Marks)

Explain the concept

Q4. Answer the Following: (15 Marks)

- a) What is DBMS and Datawarehouse? (7 Marks)

Meaning of DBMS

- A database management system (DBMS) refers to the technology for creating and managing databases. DBMS is a software tool to organize (create, retrieve, update and manage) data in a database.
- Data warehousing is the process of constructing and using a data warehouse.
- A data warehouse is constructed by integrating data from multiple heterogeneous sources that support analytical reporting, structured and/or ad hoc queries, and decision making.
- Data warehousing involves data cleaning, data integration, and data consolidations.

- b) Why do we need database .Explain with one example. (8 Marks)

- Explain need of Database with any one example

OR

- a) Discuss Data mining ? (7 Marks)

Data mining automates the process of finding predictive information in large databases. Questions that traditionally required extensive hands-on analysis can now be answered directly from the data — quickly.

Data mining tools sweep through databases and identify previously hidden patterns in one step.

b) Explain process flow of data mining.

(8 Marks)

Explain the concept

Q5. Answer the Following:

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

(08 Marks)

- Explain BPO and KPO concept

B. Describe cloud computing service model with example.

(07 Marks)

- Software as a service
- Platform as a service
- Infrastructure as a Service

OR

Q5. Write Short Notes on (Any 3):

(15 Marks)

1.Data Marts

Data Mart

Data marts contain a subset of organization-wide data that is valuable to specific groups of people in an organization. In other words, a data mart contains only those data that is specific to a particular group. For example, the marketing data mart may contain only data related to items, customers, and sales. Data marts are confined to subjects.

2.KPO challenges

- Internal Challenge
- Customer Challenge
- Competitor challenge
- Industry challenge

3.Workflow automation in CRM

- Auto send emails
- Automate data entry
- Assign tasks
- Apps integration

4.e-SCM

E-SCM is the effective utilization of internet and business processes that help in delivering goods ,services and information from the supplier to the consumer in an organized efficient way

5.Vertical and Horizontal Process in Outsourcing

When a company specialises in a particular operation and performs this task for various industries in the market. It is referred to as horizontal outsourcing.

While, when a company performs more than one task for other one or two industries in the market. It is referred to as vertical outsourcing.

