Paper / Subject Code: 78501 / Information Technology in Business Management-II				
S Note:	4 Boas (Sem IV) Apri	Max Marks: 75 1, 2019 Exam		
I. All	questions are compulsory questions carry equal marks	•		
				
Q1 A. Fill	in the Blanks (Any 8):	(8 Marks)		
	1. Procurement of Raw material is the fea	ture 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			
	e) Mobile computing			
	d) All of the Above			
	3. The full form of OLAP is			
	b) Online Advanced Preparation			
	c) Online Analytical Processing			
	d) Online Analytical Preparation			
	4. RFID stands for	we will be a		
	a) Radio Frequency Identification			
	b) Ratio Frequency Interface			
	e) Radio Frequency Interface			
	d) Radio Frequency Interface	and the second of the second o		
	5. Business Intelligence is included in			
	a) MRP II	•		
	b) ERP			
	c) Extended ERP			
	d) MRP	To enter the control of the manager of the state of the s		
	6. EDI Stands for			
	a) Electronic Data Interchange			
	b) Electronic Distributed Interchange			
	c) Electronic Data Interlink	on the other contraction and the		
	d) None of the Above			
		•		
	7. The primary key having two or more a	tributes is called as		
	a) Super Key			
	b) Composite Key	19 Sec. 187		
	d) Foreign Key	2 Abr 1		
	3/(1	and the second of the second of		
B Married				
65466	Page 1 of 3			

3150F6F44EE3EDBAC04E1D1C55A7EB67

	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	
	The of the Above	
	y the second of	
Q1 B. Stat	te whether following statement are True or False.(Any 7)	(7 Marks)
1 0		
	tsourcing eliminates risk management part completely.	
	tabase server is accessible to all users. dundancy refers to accuracy of data.	
	-Hoc queries have their specific format defined.	
	ta mining can derive actionable information from large volumes of data.	
	II is the level closest to the user.	
7. Dat	ta cleansing refers to removal of dirty data form warehouse.	
	P systems must have modular and open architecture.	- (5°
	ernet Bots are example of workflow automation.	•
10. OL	AP queries require multidimensional representation.	
O2 Answer	on the Following	
	er the Following: fine MIS. What are Objectives of MIS?	(7 Monley)
	scuss Characteristics of MIS	(7 Marks)
0) Dis	ionis Characteristics of this	(8 Marks)
	OR CONTRACTOR OF THE PROPERTY	
	and the second	
	erentiate between MIS and DSS.	(7 Marks)
b) Expla	ain any four applications of DSS.	(8 Marks)
•		9
O2 A month	au tha Fallandana a dealth little little ann an 18 ann an 18	
Q3. Answe	er the Following:	
a) D.C	EDD Fullet and analysis and a	,
	E ERP. Enlist and explain any 3 generic modules of ERP.	(7 Marks)
explain w	rith suitable diagram Architecture of ERP.	(8 Marks)
a) Define a	OR -CRM How does it differ from traditional CRM	,
	Privacy issues and CRM.	(7 Marks)
U) Discuss	Tivacy issues and Citivi.	(8 Marks)
65466	Page 2 of 3	

Paper / Subject Code: 78501 / Information Technology in Business Management-II

3150F6F44EE3EDBAC04E1D1C55A7EB67

Paper / Subject Code: 78501 / Information Technology in Business Management-II

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?	(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	
J. Vertical and Horizontal Hocess in Outsouroning	