

**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
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