Time: 3 Hours   **Marks: 80**

N:B   (1) Question 1 is Compulsory.
         (2) Attempt any three from the remaining questions.
         (3) Figures to the right indicate full marks.

Q.1   Attempt any four   **5*4=20M**
   A   What is information system? Explain the necessary element with neat diagram
   B   Define Big Data and discuss its basic characteristics?
   C   Explain the Ethical issues and threats of information security?
   D   Describe how social computing inspires customer service
   E   Differentiate between computer network wired and wireless technology

Q.2 A   List the types of Information system? Explain in brief   **10M**
    B   Discuss competitive advantage achieved in Information System   **10M**

Q.3 A   Explain the architecture of Data mart and Data warehouse in an organization   **10M**
    B   Discuss the Impact of BI on Decision Making.   **10M**
                                                      10M
 Q.4 A   What are the potential benefit of social commerce to the customers and to the   **10M**
         business?
    B   What are major security threats to the information system? Discuss the measures   **10M**
         taken to control information security.

Q.5 A   Discuss the significance of social computing in marketing in detail   **10 M**
    B   What are the functional areas of Information system. Explain in detail   **10 M**

Q.6 A   Define CRM. Describe the different types of CRM   **10M**
    B   Design MIS for the Educational System   **10M**

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