Program:	F.Y.B.com (MS)	Semester:	I	Program Code:	UGMS02
Course:	Information Technology in Business Management			Course Code:	NUMS104
Duration:	1 Hour	Examination Pattern:	NEP-Autonomous-External	Max. Marks:	30

Instructions:

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Draw neat diagrams wherever necessary.
4. CO (Course Outcome), KL (Knowledge Level).

Examination:

REGULAR

Q.1	(a)	Fill in the blanks with an appropriate answer from the alternatives given.				[05]	CO's	KL's
		I	Identify the option that best defines a database.				CO1 - CO5	L1 - L4
			a.	A collection of websites	b. A collection of unstructured files			
			c.	An organized collection of data	d. An electronic spreadsheet			
		II	Identify the full form of the abbreviation "EIS."					
			a.	Executive Intelligent System	b. Executive Information System			
			c.	Expert Information System	d. Electronic Info System			
		III	Identify the meaning of the C2B model in e-commerce.					
			a.	Consumer sells to business	b. Company sells to buyer			
			c.	Consumer buys from consumer	d. Consumer borrows from bank			
		IV	Analyze the primary role of a Firewall in Internet Security. A Firewall helps in:					
			a.	Increasing email speed	b. Protecting against unauthorized access			
			c.	Designing websites	d. Changing IP address			
		V	Analyze the major stages involved in the ERP lifecycle. The ERP lifecycle includes:					
			a.	Planning, Implementation, Maintenance	b. Develop, Debug, Delete			
			c.	Hiring, Training, Firing	d. Input, Output, Analysis			

Q.1	(b)	Case Study		[05]	CO's	KL's
		I	ABC College has 5,000 students. The college maintains student information, attendance, examination results, fees and faculty records. At present, most information is maintained in separate Excel files. The Principal wants a system that can provide information such as: • Number of students enrolled in each course • Students with low attendance • Subject-wise examination performance • Fee collection status • Faculty workload • Students at risk of failing The management wants to use this information to make better academic decisions.		CO2	L1-L4
			1. Apply your understanding of MIS to explain why ABC College should introduce a Management Information System (MIS).			
			2. Identify the functional subsystems that may be required for ABC College's MIS.			
			3. Determine which type of Information System would be most suitable for helping management identify students at risk of failing, and explain why.			
			4. How can MIS improve the efficiency of the college administration?			
			5. Determine the types of reports that the Principal should receive from the MIS to support effective decision-making.			
Q. 2		**Attempt any ONE of the following.**		**[10]**	**CO's**	**KL's**
	(a)	Explain the meaning of E-Commerce and describe its advantages and disadvantages.			CO3	L2
		OR				
	(b)	Explain the different models of E-Commerce with suitable examples.			CO3	L2
Q. 3		**Attempt any ONE of the following.**		**[10]**	**CO's**	**KL's**
	(a)	Analyze the applications of ERP in different business areas such as Finance, Human Resources, Production, Sales, Inventory, and Supply Chain Management.			CO5	L4
		OR				
	(b)	Analyze the major CRM capabilities of e-CRM and differentiate their roles in improving customer relationships with suitable examples.			CO5	L4

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