

Time: 2½ hrs.**Marks:75**

- Note:**
1. All questions are compulsory with internal options.
 2. The figures to the right indicate full marks.
 3. Draw a neat diagram wherever necessary.

- Q. 1 (A) Fill in the blanks with the correct answer from the alternatives given below. (08)**
(Attempt any 8)
- (1) The primary function of an MIS is to:
(a) Automate routine tasks (b) Provide reports and summaries of data
(c) Develop new products and services (d) Manage customer relationships
 - (2) Which of the following is NOT a typical component of an MIS?
(a) Hardware (b) Software
(c) Data (d) Product Line
 - (3) A data warehouse is a central repository for:
(a) Daily operational data (b) Historical data for analysis
(c) User preferences (d) System logs
 - (4) Enterprise Resource Planning (ERP) systems integrate information across:
(a) Multiple departments within a company (b) Marketing channels only
(c) Customer relationship management tools (d) E-commerce platforms
 - (5) E-Supply Chain Management (E-SCM) focuses on:
(a) Managing customer interactions (b) Streamlining internal business processes
(c) Analyzing customer data for marketing (d) Optimizing the flow of goods and materials
 - (6) A benefit of using E-CRM (Electronic Customer Relationship Management) is:
(a) Reducing production costs (b) Automating inventory management
(c) Improving customer service and satisfaction (d) Simplifying financial reporting
 - (7) Data mining is a technique used to:
(a) Organize data in tables (b) Extract hidden patterns and trends from data
(c) Secure data from unauthorized access (d) Manage database users
 - (8) A key difference between a database and a data warehouse is:
(a) Databases are operational, data warehouses are analytical (b) Both store the same type of data
(c) Data warehouses are smaller than databases (d) Databases are more complex to manage
 - (9) Outsourcing refers to the practice of:
(a) Developing new software in-house (b) Upgrading existing hardware infrastructure
(c) Contracting external providers for IT services (d) Implementing new security protocols
 - (10) A potential benefit of outsourcing IT functions can be:
(a) Increased initial investment costs (b) Access to specialized skills and expertise
(c) Difficulty in quality control (d) Lack of communication with service providers

(B) State whether the following statements are True or False. (Attempt any 7) (07)

- (1) An MIS is an integrated system that collects, processes, stores, analyzes, and disseminates information to support decision-making at all levels of an organization.
- (2) MIS focuses solely on historical data.
- (3) Transaction Processing Systems (TPS) are a fundamental component of MIS, capturing operational data for daily transactions. (e.g., sales records, inventory updates)
- (4) MIS is only relevant for large corporations.
- (5) ERP systems eliminate the need for any data entry by employees.
- (6) E-SCM can help businesses reduce inventory costs by optimizing inventory levels and forecasting demand more accurately.
- (7) Customer satisfaction is not a key objective of E-CRM.
- (8) Security and data access controls are crucial for data warehouses to protect sensitive information from unauthorized access.
- (9) Outsourcing involves contracting a third-party company to provide IT services or functions that were previously handled internally.
- (10) Outsourcing is always cheaper than managing IT services in-house.

- Q.2 (a) Explain Finance subsystem and logistic subsystem in detail. (08)
(b) Explain structure of MIS based on physical components (07)

OR

- Q.2 (p) What is Material Requirement Planning (MRP II)? (08)
(q) Explain the following: (07)
a. CAD
b. CAM

- Q.3 (a) Explain ERP (Enterprise Resource Planning) implementation life cycle. (08)
(b) Explain customer life cycle. (07)

OR

- Q.3 (p) What is E-SCM and its advantages? (08)
(q) Explain Privacy issues in CRM (07)

- Q.4 (a) Explain the following: (08)
a. Domain integrity
b. Entity Integrity
c. Foreign key integrity
d. Referential Integrity
(b) What is Database? Explain its advantages. (07)

OR

- Q.4 (p) What is data mining? Draw a neat diagram. (08)
(q) Explain Warehouse Manager and its function. (07)

- Q.5 (a) Explain in detail what is outsourcing with example. (08)
(b) State and explain what are BPO segments. (07)

OR

- Q.5 (p) Write short notes on (Attempt any 3) (15)
(1) Explain in detail CPO and LPO
(2) Explain in detail what is KPO.
(3) Explain in detail MBPO and RPO
(4) What is the process of ETL (Extract, Transform, Load) in the context of data warehousing?
(5) Explain CIM (Computer Integrated Manufacturing) in detail.

---X---