B·E | comp | CBCGS | sem-VII $\dfrac{39}{202} + \dfrac{36}{203} = \boxed{75}$

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

****

1 T00727