



→ Past Papers Assignment →

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Short Questions:-

(i) Describe the characteristics of a digital firm.

A digital firm is characterized by its heavy reliance on digital technology for core business operations including communication, data management and customer management. It leverages technology to enhance efficiency, agility and innovation, often operating in a

highly interconnected and data-driven environment.

(2) Explain how enterprise resource planning system improve organisational performance.

→ Enterprise Resource Planning (ERP) systems improve organizational performance in several ways:-

- (1) Streamlined processes.
- (2) Data accuracy.
- (3) Improved Communication
- (4) Real-time information
- (5) Cost reduction
- (6) Enhanced customer service
- (7) Strategic insights
- (8) Compliance and governance
- (9) Scalability

(3) What is the difference between e-business, e-commerce and e-government?

E-business:— Broad term covering all online business activities.

E-commerce:— Subset of e-business focuses on online buying and selling.

E-government:— Use of digital tech for government services and citizen interactions.

(4) What is informed consent? Explain how informed consent helps protect the individuals privacy of internet users?

Informed consent is permission given with full understanding of the implications. In the context of internet privacy, it ensures individuals are aware of how their data will be used, protects their privacy rights.

(S) Define computer crime. Provide one example of crime in which computers are targets and one example in which computers are used as instruments of crime.

Illegal activities involving computers or computer networks are called computer crime.

→ Example of computers as targets —

Hacking into a company's database to steal customer information.

→ Example of computers as instruments of crime. —

Using a computer to distribute malware for financial gain.

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- Long Questions -

(I) List and briefly describe the six strategic business objectives of information system.

(i) Operational Excellence:-

Using information systems to optimize business processes, reduce costs, and improve productivity, ensuring efficient day-to-day operations.

(ii) Customer and Supplier Intimacy:-

Building strong relationships with customers and suppliers by providing personalized services and seamless communication through data-driven insights.

(iii) Improved Decision Making:-

Leveraging data analytics and reporting tools to support better decision-making at all levels of the organization.

leading to more informed and strategic choices.

(iv) Competitive Advantage:-

Gaining an edge over rivals by using information systems to innovate, differentiate products or services, and respond quickly to market changes.

(v) Business Expansion and Growth:-

Using information systems to enter new markets, diversify product lines, or expand geographically, facilitating business growth and opportunities.

(vi) Risk Management:-

Enhancing security and compliance measures to protect against cyber threats and regulatory issues, ensuring the safety and integrity of business operations.

(2) Describe the characteristics of MIS and with the help of examples, explain how MIS differ from TPS and from DSS.

→ Characteristics of MIS:-

- Information Processing
- Structured Data
- Reporting
- Historical Data
- Internal Focus.

→ Difference from TPS:-

TPS primarily focuses on processing and recording day-to-day operational transactions, such as sales orders or inventory updates.

→ Difference from DSS:-

DSS is designed to support complex decision-making by providing tools for data analysis, modeling and scenario planning.

→ Example illustrating the differences:-

Suppose a retail company wants to make a decision about expanding its product line.

- MIS would provide reports on historical sales data, current inventory levels, and customer demographics to help managers assess which products are performing well and which are not, supporting their tactical decision-making.

- TPS would record daily sales transactions, update inventory databases, and process online orders, ensuring the smooth operation of the business without directly assisting in the

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expansion decision.

- DSS would offer market research tools, financial modeling, and what-if analysis capabilities. Managers could use DSS to analyze market trends, forecast sales for potential new products, and stimulate different expansion scenarios to make a strategic decision.

(3) List four basic competitive strategies that firm can pursue. Describe how information system can support each of these competitive strategies and give examples.

(i) Cost Leadership Strategy :-

This strategy aims to become the lowest-cost producer in the industry. Firms can offer competitive prices and still generates profits.

→ IS Support:-

IS can help achieve cost leadership by streamlining operations, reducing waste, and enhancing efficiency.

→ Example:-

A manufacturing company uses an ERP system to optimize production processes, minimize inventory carrying costs, and negotiate bulk purchase agreements with suppliers to reduce costs.

(ii) Differentiation Strategy:-

Firms pursuing differentiation aim to create unique and high-quality products or services that command premium prices.

→ IS Support:-

IS supports differentiation by enabling product innovation, customization, and effective marketing.

→ Example:-

A luxury fashion retailer uses customer relationship management

(CRM) software to track individual customer preferences and provide personalized product recommendations, enhancing the customer experience.

(iii) Focus Strategy:-

In this strategy, firms concentrate on serving a specific market segment or niche effectively.

→ IS Support:-

IS can help focus strategy by providing data and insights about the target market and helping tailor offerings to specific customer needs.

→ Example:-

A boutique online bookstore leverages data analytics to understand the preferences of a niche market of science fiction enthusiasts, offering a curated selection of rare and collectible books.

(iv) Innovation strategy:-

Firms pursuing innovation aim to lead the market by constantly introducing new and improved products or services.

-IS support:-

IS can support innovation by facilitating research and development, collaboration, and the rapid dissemination of market feedback.

-Example:-

A technology company utilizes project management software and collaborative platforms to enable cross-functional teams to work together on product development, reducing time-to-market for new products.