2011

BUSINESS SYSTEM & APPLICATIONS

Time Allotted : 3 Hours   *Full Marks* : 70

The figures in the margin indicate full marks.

Candidates are required to give their answers in their own words as far as practicable.

GROUP – A

(Multiple Choice Type Questions)

1. Choose the correct alternatives for the following :

$10 \times 1 = 10$

i) Strategic planning is related with

   a) top level   b) middle level

   c) bottom level   d) none of these.

ii) MIS considers

   a) only qualitative factors

   b) only quantitative factors

   c) both (a) and (b)

   d) none of these.

iii) System is a

   a)   single entity   b)   collective entity

   c)   both (a) and (b)   d)   none of these.

iv) Video conferencing is related with

   a)   MIS   b)   DSS

   c)   EIS   d)   OAS.

v) The nature of tasks of DSS is

   a)   highly structured   b)   semi structured

   c)   unstructured   d)   both (b) and (c).

vi) BPO means

   a)   Business Presentation Offer

   b)   Business Presentation Organisation

   c)   Business Process Outsourcing

   d)   Business Process Organisation.

vii) Data validation related with

   a)   MIS   b)   TPS

   c)   DSS   d)   EIS.

viii) Inference engine is one of the component of

   a)   artificial intelligence   b)   expert system

   c)   end user   d)   OAS.

ix) Cognitive science is a branch of

   a)   social science   b)   biological science

   c)   chemistry   d)   AI.

x) BPR means

   a)   Business Presentation Reconstruction

   b)   Business Preview Render

   c)   Business Process Reengineering

   d)   none of these.

GROUP – B

(Short Answer Type Questions)

Answer any *three* of the following. $3 \times 5 = 15$

2. What is SDLC and what are its parts ?

3. What is information system ? Briefly explain the components of an information system. $2 + 3$

4. Explain applications of Artificial Intelligence (AI) in different fields.

5. Distinguish between data and information. What is planning ? $3 + 2$

6. Define MIS and discuss its objectives. $2 + 3$

GROUP – C

(Long Answer Type Questions)

Answer any *three* of the following. $3 \times 15 = 45$

7. What is decision making ? How many types of decision making models are there ? Explain about these models in brief. Write down the characteristics of a decision.

      $2 + 2 + 6 + 5$

8. a) Describe the general model of any TPS with suitable example.

   b) Why has office automation system gained greater importance in recent years ? Identified different types of office automation system.

   c) What is understood by client server computing ? Explain with suitable sketches. $4 + (3 + 3) + 5$

a) Explain distributed database processing and compare it with centralized processing.

b) What are the disadvantages of a DBMS in a business information system ?

c) What is the difference between exception reports and demand reports ? Explain with an example.

d) What is organisational hierarchy ?   4 + 4 + 3 + 4

a) What is DSS ? What are the differences between MIS and DSS ?

b) What is business process re-engineering ? What steps are required to make it possible ?

c) What is executive information system ?

(2+ 4) + (2 + 4) + 3

Write short notes on any *three* of the following :   3 × 5

a) CRM

b) Supply Chain Management

c) Data warehouse

d) Local Area Network (LAN)

e) ERP

f) E-Business.

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