# UNIVERSITY OF THE PUNJAB
### Sixth Semester - 2018
### Examination: B.S. 4 Years

Roll No. ......................

**PAPER: Information Systems (IT)**
**Course Code: IT-311   Part – II**

**TIME ALLOWED: 2 Hrs. & 45 Min.**
**MAX. MARKS: 50**

## Attempt this Paper on Separate Answer Sheet provided.

### Question # 2.                                    [2 x 10 = 20 Marks]
Precisely write down the answers of the following questions.

1. "To achieve the objectives of Information Technology, firm must be able to implement new technology effectively". Now what are the problems in achieving the objectives?
2. Define information system w.r.t functional perspective.
3. Define the following terms
   a. Process
   b. Knowledge
4. Differentiate lower and higher productivity.
5. What are the risks involved in utilizing information systems?
6. What is meant by customer relationship management?
7. Describe the stages of innovation based model of Information system implementation?
8. What are the management issues in information technology?
9. What is meant by forecasting?
10. What are the common type of issues in an organization?

### Question # 3.                                    [3 x 10 = 30 Marks]
Briefly write down the answers of the following questions.

1. Write a brief explanation about business information systems.
2. What are the benefits of strategic management? Also explain the process of strategic management.
3. Briefly describe the global challenges in information systems.

**PAPER: Information Systems (IT)**   •   **TIME ALLOWED: 15 Min.**
**Course Code: IT-311   Part – I (Compulsory)**   **MAX. MARKS: 10**

## Attempt this Paper on this Question Sheet only.

**Please encircle the correct option. Each MCQ carries 1 Mark. This Paper will be collected back after expiry of time limit mentioned above.**

**Question # 1.**   [Marks: 1 x 10 = 10]

Evaluate the statement and write down the correct option number.

1. Cooperation between business managers and IS personnel is the key to _____ the potential of any new or modified system.
   a. Unlocking
   b. Locking
   c. Both a & b
   d. None of these

2. If _____ is not accurate or complete – People can make poor decisions.
   a. Information
   b. Expenditure
   c. Profit
   d. None of these

3. Valuable _____ – Can help managers decide whether to invest in additional information systems and technology.
   a. Sources
   b. Things
   c. Information
   d. None of these

4. _____ mechanism – The component that helps organizations achieve their goals, such as increasing profits or improving customer service.
   a. Input
   b. Output
   c. Feedback
   d. None of these

5. World's largest computer network is known as _____.
   a. Skype
   b. Internet
   c. Whatsapp
   d. None of these

**(P.T.O.)**

6. _____ management systems – Organized collection of people, procedures, software, databases, and devices.
    a. Information
    b. Knowledge
    c. Artificial
    d. None of these

7. Systems analysis – Defines problems and opportunities of the _____ system.
    a. New
    b. Existing
    c. Currently
    d. None of these

8. Technology _____ model – Specifies factors that can lead to higher acceptance and usage of technology
    a. Acceptance
    b. Repentance
    c. Both a and b
    d. None of these

9. People who create, use, and disseminate knowledge are known as _____.
    a. IT Experts
    b. Knowledge Workers
    c. Both a and b
    d. None of these

10. Long range forecast is usually greater than 2 years.
    a. Less than 2 years
    b. More than 2 years
    c. In between 1 – 4 years
    d. None of these