



UNIVERSITY OF THE PUNJAB

Roll No.

Sixth Semester - 2017
Examination: B.S. 4 Years Programme

PAPER: Information Systems (IT)
Course Code: IT-311

TIME ALLOWED: 30 mins.
MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

OBJECTIVE PORTION

Q. No.1. Select the most suitable choice.

1.	Which system are typically major sources of data of other systems? (a) Transaction Processing system (b) Management Information system (c) Executive Support system (d) Decision Support system
2.	A supply chain management (SCM) system it manages firm's relationships with _____. (a) Suppliers (b) Consumers (c) Low Level Management (d) High Level Management
3.	Types of E-commerce (a) 3 (b) 2 (c) 4 (d) 5
4.	Support processes for acquiring, creating, storing, distributing, applying, integrating knowledge: (a) Transaction Processing system (b) Management Information system (c) Executive Support system (d) Decision Support system
5.	Menu cost is said to be the: (a) Merchant cost of changing price (b) Cost of selling products (c) Cost of resources (d) Cost of selling e-bay products
6.	_____ is not moral dimension of information age? (a) Information rights and obligation (b) accountability and control (c) Quality of life (d) Cast system
7.	Transaction Processing system are most commonly used by the senior management level of an organization. (a) True (b) False (c) Statement is not clear
8.	In transaction fee revenue model revenue is generated through _____. (a) Commission (b) Resources (c) Marketing (d) None of these
9.	Long-term strategic decisions, financial performance is defined by (a) Suppliers (b) Consumers (c) Low Level Management (d) High Level Management
10.	_____ include Make decisions, formulate action plans, solve organizational problems: (a) Information Technology (b) Management (c) Information System (d) None



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TIME ALLOWED: 2 hrs. & 30 mins.
MAX. MARKS: 50

Attempt this Paper on Separate Answer Sheet provided.

SUBJECTIVE PORTION

Q. No. 2 Attempt the following Short Questions.

(5*4=20)

1. What is Information and what are its characteristics?
2. What is Knowledge Management System (KMS).
3. Distinguish between internet and Intranet?
4. What is meant by e-commerce with example?
5. What is an organization and its different features?

Q. No. 3 Attempt the following long Questions.

(10*3=30)

- Q i. What is Information system and Explain TPS and ESS with an example?
- Q ii. Explain Revenue Model of E-commerce? How a business can make money what are the strategies for that?
- Q iii. While using IT in Business which kind of Security and Ethical challenges exists in society?



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PAPER: Information Systems (IT)
Course Code: IT-311 Part – I (Compulsory)

TIME ALLOWED: 15 Min.
MAX. MARKS: 10

Attempt this Paper on this Question Sheet only.

Please encircle the correct option. Each MCO 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



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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.