

(i) Printed Pages : 2

Roll No.

(ii) Questions : 9

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Exam. Code :

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Bachelor of Business Administration 3rd Year

1046

COMPUTER BASED INFORMATION SYSTEMS

Paper —II

Time Allowed : Three Hours] [Maximum Marks : 50

Note :- Attempt any five questions. All questions carry equal marks.

1. What is information system ? Distinguish between a computer program and an information system. What activities convert raw data to make information in information systems ? What is their relationship to feedback ? 10
2. What are the characteristics of Decision Support System (DSS) ? How does DSS differ from Management Information System (MIS) and Knowledge Based System (KBS) ? 10
3. Define e-commerce and its categories. Explain critical factors responsible for success of e-commerce. 10
4. Explain the term 'Accounting Information'. What role does Accounting Information Systems (AIS) play in financial decision-making ? What are salient features and uses of AIS ? 10

5. Discuss the concept, elements and components of marketing information system. Explain the situations in which marketing research should be used versus market intelligence. 10
6. What do you mean by the term 'Human Resource Information System (HRIS)' ? Discuss the utility and subsystems of HRIS with reference to any IT Sector Company. 10
7. Define inventory. What is inventory control information system ? What are the costs associated with inventory ? 10
8. Explain, in detail, various phases of System Development Life Cycle (SDLC). Which phase in SDLC is most important ? 10
9. Write short notes on :
- (a) Electronic Data Interchange (EDI) and its importance in e-commerce
 - (b) Industrial Engineering. 5,5