

Name : .....

Roll No. : .....

Invigilator's Signature : .....

**CS/MBA (OLD)/SEM-3(FT&PT)/MB-303/2009-10  
2009**

**COMPUTER APPLICATION IN BUSINESS**

Time Allotted : 3 Hours

Full Marks : 70

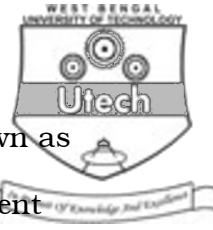
*The figures in the margin indicate full marks.*

*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 of the following :  $10 \times 1 = 10$ 
  - i) Collaborative CRM provides
    - a) automation to the basic processes
    - b) support to analyse customer behavior
    - c) ensures the contact with customers
    - d) none of these.
  - ii) Example of online non-commercial interaction is
    - a) B2B
    - b) B2G
    - c) G2B
    - d) none of them.
  - iii) Intelligence phase is responsible for
    - a) problem identification
    - b) formulate a model
    - c) search for alternatives
    - d) all of these.



- iv) CRM for non-profit organizations is known as
- a) Constituent Relationship Management
  - b) Contact Relationship Management
  - c) both of these
  - d) none of these.
- v) DSS is mainly used for
- a) structured problems
  - b) unstructured problems
  - c) semistructured problems
  - d) both (b) and (c).
- vi) Which of the following is known as Meta model ?
- a) Iterative waterfall model
  - b) Prototype waterfall model
  - c) Spiral model
  - d) None of these.
- vii) Which of the following information systems focuses on “drill-down” ?
- a) TPS
  - b) DSS
  - c) EIS
  - d) KMS.
- viii) In marketing an sales system “pricing” is the example of
- a) operational system
  - b) tactical system
  - c) strategic system
  - d) none of these.



- ix) "Who does the operation" is specified by
- logical DFD
  - physical DFD
  - both (a) and (b)
  - not specified.
- x) Which of the following flowchart lists all inputs, processes and outputs in a tabular form without bothering the sequence of operations ?
- System outline chart
  - Computer run chart
  - System flowchart
  - Program flowchart.

**GROUP – B**

**( Short Answer Type Questions )**

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

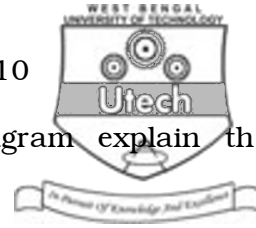
- Define Data flow diagram. What is the difference between physical and logical data flow diagram ?
- Write down the different phases of system development. What is Meta model ? Give example.
- What is normalization ? Define 1st, 2nd and 3rd normal forms with an example.
- What is BPO ? What are the major merits of BPO ?
- Differentiate between Data management and Knowledge management. Draw the diagram of KM architecture.

**GROUP – C**

**( Long Answer Type Questions )**

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

- Write down different characteristics of DSS.
  - With a clear diagram explain Simon model.



8. a) What is ERP ? With proper diagram explain the architecture of ERP.  
b) Briefly explain the architecture of CRM.
9. a) Distinguish with example the difference between real time and batch processing.  
b) Discuss in detail the different technologies required to implement the real time processing.  
c) What is EDI transaction ?
10. a) What is Electronic Commerce ?  
b) Discuss with example the *B to G*, *B to C*, *B to B* and *C to C* types of *E-commerce*.  
c) Write down the limitations of *E-commerce*.  
d) What are the advantages of online-marketing ?
11. a) Distinguish between decision tree and decision table.  
b) A corporate bank XYZ will grant loans under the following conditions :
  - i) If a customer has an account with the bank and has no outstanding, loan will be granted.
  - ii) If a customer has an account with the bank but some amount is outstanding from previous loan, then loan will be granted if special management approval is obtained.
  - iii) Reject loan application in all other cases.
  - x) Draw a decision tree to implement the logic.
  - y) Draw a decision table to implement the logic.