



Name :

Roll No. :

Invigilator's Signature :

CS/MCA/SEM-1/MCA-102/2012-13

2012

BUSINESS SYSTEMS AND 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 any *ten* of the following :
10 × 1 = 10

- i) Enterprise resource planning systems attempts to
 - a) plot a starship's course
 - b) provide knowledge when and where it is needed
 - c) plan the strategy of a firm
 - d) integrate repetitive transaction processing systems.



- ii) What-If-Analysis means ?
 - a) What will happen to the input data if the output is changed
 - b) What will happen to the output if the input is changed
 - c) What will happen to the process if the input is changed
 - d) What will happen to the input if the process is changed.

- iii) The data warehouse concept implies
 - a) very secured storage of information
 - b) accessibility to any corporate asset data
 - c) object oriented database organization
 - d) all of these.

- iv) The main purpose of EIS is to provide
 - a) Analysis
 - b) Advice
 - c) Information scanning and access
 - d) Judgement.



- v) The supply chain includes
- a) a flow of materials
 - b) suppliers
 - c) company itself
 - d) customers
 - e) all of these.
- vi) Which is not true about tacit knowledge ?
- a) Tacit knowledge is objective
 - b) Tacit knowledge is relatively easy to teach
 - c) Tacit knowledge is relatively easy to document
 - d) Tacit knowledge is objective, tacit knowledge is relatively easy to teach, Tacit knowledge is relatively easy to document.
- vii) Which of the following is not a way DSS, GDSS and ESS support decision making ?
- a) Automate certain decision procedures
 - b) Provide information about different aspects of the decision situation and the decision process
 - c) Stimulate decision making by helping managers question decision procedures or explore different solution designs
 - d) Generate monthly, hardcopy reports.



viii) Which of the following is primarily a stand-alone DSS that uses some type of model to perform "what-if" and other kinds of analysis ?

- a) Model-driven b) Data-driven
- c) Data mart d) Data warehouse.

ix) The technology for finding hidden patterns and relationships in large databases and inferring rules them to predict future behaviour best describes

- a) data warehousing b) knowlege acquisition
- c) datamining d) data clustering.

x) Each of the following is a DSS component EXCEPT

- a) database b) software system
- c) user interface d) inference engine.

xi) Models that ask "what-if" questions repeatedly to determine the impact of changes in one or more factors on outcomes best describes

- a) optimization analysis b) sensitivity analysis
- c) forecasting d) goal-seeking.



- xii) A system with software that can analyze and display data using digitized maps to enhance planning and decision making best describes
- a) geographic information system
 - b) executive support system
 - c) demographic analysis system
 - d) location analysis system.

GROUP - B

(Short Answer Type Questions)

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

2. Management is often equated with decision making Why ?
What is the major advantage of a goal-seeking over a what-if analysis ? $3 + 2$
3. Relate DSS to Supply Chain Management, Enterprise Resource Planning and the web.
4. Define programmed versus non-programmed problems. Give an example in each of the following areas : accounting, marketing and human resources. $2 + 3$
5. List the major components of a mathematical model. Define what-if analysis and provide an example.
6. Compare a custom made DSS with a ready made DSS. List the advantages and disadvantages of each. $2 + 3$

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7. List the characteristics of data warehouse. Describe the role of data warehouse can play in Management Support system.

3 + 2

8. Explain the major features of virtual reality and explain how they can be used for facilitate decision making.

3 + 2

9. Define end user and end user computing.

2 + 3

10. What is the role of knowledge repository in knowledge management ? Compare between CRM and e-CRM.

2 + 3

GROUP - C

(Long Answer Type Questions)

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

11. What are some of the controllable and uncontrollable variables in the following systems :

Automotive manufacturing, hospital, hotel, bank ? Specify a typical decision in each of the above. Illustrate the transaction processing cycle using a suitable diagram. What necessitates the existence of feedback and control in a system ?

4 + 4 + 3 + 4

12. Your company is considering opening a branch in London. List typical activities in each phase. What are the MIS objectives ? What is end user computing ? Explain the relationship between OLAP and data mining.

6 + 4 + 3 + 2



13. Define a group support system. List the common group activities supported by GSS. List the standard tools of GSS. List the major issues in GSS research. Describe the kind of support that groupware can provide. Explain how an OLAP package can be a DSS generator. $2 + 3 + 2 + 3 + 3 + 2$
14. What are the key differences between EIS and ESS ? Compare between EIS and DSS. What are the components of supply chain management ? How value chain is different from supply chain ? Compare between MRP and MRP-II. $3 + 2 + 3 + 3 + 4$
15. Discuss why EIS is moving toward a corporate portal. What is the primary goal of knowledge management ? List the four broad objectives of knowledge management. List the features of knowledge management system. $4 + 2 + 4 + 5$
16. Explain how office automation system provides benefits to the organization. List the major benefits of Expert system. Compare between AI and Natural Intelligence. Explain the basic components of a neural network using a suitable diagram. $4 + 3 + 2 + 6$

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