Duration : 2 Hours   Marks : 60

Instructions: 1) Figures to the right indicate Full Marks.
2) All Questions are compulsory.

Q.1. A) Define the following: (5X 1 = 05)

   a) Exception Based MIS

   b) Operational Control Level in MIS Hierarchy

   c) Cybernetic System

   d) User Focussed Attribute of Information

   e) Wisdom in an Information Systems

Q.1. (B) Match the Following and Rewrite the Matched Pairs   (5X 1 = 05)

1. Pareto Analysis	A. Competitor Analysis
2. eCRM	B. 20% causes determine 80% problems
3. Process Rework	C. Redesigning processes to ensure efficient & effective process
4.Tactical Level	D. Customer communication in Online mode and through personalised interactions
5.Strategic Level	E. Weekly Planning by Middle Level Managers

Q.2 Answer the following:

   (a)Expand the abbreviation DIKW with respect to an Information system.   (02)
   (b) Describe the Herbert Simon Model of Decision Making.   (03)
   (c) Explain five types of Knowledge.   (05)

Q.3 Answer the following:

   (a) List out two uses of an expert system.   (02)
   (b) Mention two benefits of an Executive Support System.(ESS).   (03)
   (c) What is an Office Automation System (OAS)? Mention 4 benefits of it. (05)

Q.4 Answer the following:
    (a) What is meant by Supply Chain Management?   (02)
    (b) What role do CRM systems play in an organisation?   (03)
    (c) Highlight the importance of ERP by mentioning four of its benefits.   (05)

Q.5 Answer the following:
    (a) List out any two MIS functions.   (02)
    (b) Why Transaction Processing is crucial to an Information system?   (03)
    (c) OLAP has changed the way data is utilized. Discuss the use of OLAP
       and its Operations.   (05)

Q.6. Answer the following:
    (a) Specify any two Information / Data Collection Techniques.   (02)
    (b) Differentiate between a Database and a Data Warehouse. (3 points)   (03)
    (c) Explain the architecture of a Data Warehouse with the help of a diagram.(05)