UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, May 2019

Course: Business Information system   **Code:** BBCG129   **Semester:** VI
Programme: BBA – Media management   **Time: 03 hrs.**
Max. Marks: 100   **Instructions:**

SECTION A

S. No.		Marks	CO

Q 1	BIS Stands for:
	  a) Business Intelligent Software
	  b) Business Intelligent System
	  c) Business Information Software
	  d) Business Information System
		1	CO1

Q 2	Which of the following not in our control?
	  a) Collection of data
	  b) Configuration of data
	  c) Processing of data
	  d) Reports of data
		1	CO1

Q 3	The information of MIS comes from the
	  a) Internal Source
	  b) External Source
	  c) Both Internal & External Source
	  d) None of the above
		1	CO1

Q 4	The backbone of any organization is
	  a) Information
	  b) Employee
	  c) management
	  d) Capital
		1	CO1

Q 5	The flow of information through MIS is
	  a) Need Dependent
	  b) Organization Dependent
	  c) Information Dependent
	  d) Management Dependent
		1	CO1

Q 6	Internal information for MIS may come from any one of the following departments
	  a) Customers care department
	  b) HR department
	  c) Marketing department
		1	CO1

	d) Production department		
Q 7	Audit gives details about _____ to Account Payable System? a) Account balance b) Transaction c) Expenditure d) All of the above	1	CO1
Q 8	The basic component(s) of DSS is (are) ? a) Database b) Model base c) DSS software system d) All of the above	1	CO1
Q 9	Decision trees could be represented in different ways such as? a) Bottom to top b) Left to right c) Top to bottom d) All of the above	1	CO1
Q 10	The types of data transmission modes are a) Half duplex. , Duplex. , Singlex b) Half duplex. , Duplex. , Simplex c) Half duplex. , Duplex. , Half Singlex d) Singlex, duplex, half triplex	1	CO1
Q 11	MIS stand for?	1	CO1
Q 12	AI is the short form of?	1	CO1
Q 13	One byte is made of, How many bits?	1	CO1
Q 14	GDSS is the short form of?	1	CO1
Q 15	DBMS uses which language for the queries?	1	CO1
Q 16	Working model of and existing system is called _____?	1	CO1
Q 17	The most creative and challenging phase of system life cycle is _____.	1	CO1
Q 18	_____is the real-world object, such as a person, place etc.	1	CO5
Q 19	In computer the number system of 0 and 1 is called as ____.	1	CO4
Q 20	A sequence of instructions that works together to perform a task is called a _____.	1	CO3
SECTION B			
Q 1	What is MIS? Why the business firms need MIS? Discuss major types of MIS.	5	CO1
Q 2	What is Decision Making? Why this is difficult? Discuss.	5	CO1
Q 3	Differentiate in detail between MIS and DSS.	5	CO1
Q 4	Distinguish between data and information.	5	CO1
SECTION-C			

Q 1	Write a note on:
	     a) Customer Relationship Management.
	     b) Supply Chain Management.
	     c) DBMS and SQL
	     d) ERP
	     e) Data Mining
		15	**CO1**

Q 2	Explain why Prototype has become a popular way to develop new computer-based system. Also, explain the detail the various phases in System Development Life cycle, which phase is the most important phase?	**15**	**CO1**

<p align="center">SECTION-D</p>

Q 1	Define the data process and flow in MIS with using the necessary block diagrams. After the above process you get the below information for a company trying to sell a product 'A' which was sold in 3 regions:	**30**	**CO2/ CO3**

Region	Revenue generated	Profit	Ad expense
New Delhi	INR 5,000.00/-	20%	2000.00/-
Mumbai	INR 8,000.00/-	20%	2000.00/-
Bengaluru	INR 10,000.00/-	20%	2000.00/-
TOTAL	INR 23,000.00/-	20%	6000.00/-

based upon the above data answer the questions given below:
   a.) What is the net profit company made?
   b.) Which location performed the best and the worst?
   c.) Can we sell more products using the same budget and make more profit? Explain and justify your answer.
   d.) Write the probable outcome (in the similar pattern mentioned above) with optimization when we implement the ad the second time.

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SECTION A

S. No.		Marks	CO
Q 1	Decision trees could be represented in different ways such as? a.) Bottom to top b.) Left to right c.) Top to bottom d.) All of the above	1	CO1
Q 2	Which of the following cannot be controlled? a) Reporting b) Processing c) Configuration d) Collection	1	CO1
Q 3	The basic component(s) of DSS is (are)? a.) Database b.) Model base c.) DSS software system d.) All of the above	1	CO1
Q 4	The types of data transmission modes are a.) Half duplex., Duplex., Singlex b.) Half duplex., Duplex., Simplex c.) Half duplex., Duplex., Half Singlex d.) Singlex, duplex, half triplex	1	CO1
Q 5	Audit gives details about _____ to Account Payable System? a) Account balance b) Transaction c) Expenditure d) All of the above	1	CO1
Q 6	Internal information for MIS may come from any one of the following departments a) Customers care department b) HR department c) Marketing department d) Production department	1	CO1
Q 7	The flow of information through MIS is	1	CO1

	a) Need Dependent		
	b) Organization Dependent		
	c) Information Dependent		
	d) Management Dependent		
Q 8	The backbone of any organization is		**CO1**
	a) Information		
	b) Employee	**1**	
	c) management		
	d) Capital		
Q 9	The information of MIS comes from the		**CO1**
	a) Internal Source		
	b) External Source	**1**	
	c) Both Internal & External Source		
	d) None of the above		
Q 10	BIS Stands for:		**CO1**
	a) Business Intelligent Software		
	b) Business Intelligent System	**1**	
	c) Business Information Software		
	d) Business Information System		
Q 11	MIS stand for?	**1**	**CO1**
Q 12	AI is the short form of?	**1**	**CO1**
Q 13	One byte is made of, How many bits?	**1**	**CO1**
Q 14	GDSS is the short form of?	**1**	**CO1**
Q 15	DBMS uses which language for the queries?	**1**	**CO1**
Q 16	The most creative and challenging phase of system life cycle is _____.	**1**	**CO1**
Q 17	_____is the real-world object, such as a person, place etc.	**1**	**CO1**
Q 18	In computer the number system of 0 and 1 is called as ____.	**1**	**CO1**
Q 19	A sequence of instructions that works together to perform a task is called a _____.	**1**	**CO1**
Q 20	Working model of and existing system is called _____?	**1**	**CO1**
SECTION B			
Q 1	Define MIS.	**5**	**CO1**
Q 2	Distinguish between data and information.	**5**	**CO1**
Q 3	Discuss in detail the Management Support System.	**5**	**CO1**
Q 4	What is DBMS? What are its merits and demerits?	**5**	**CO1**
SECTION-C			
Q 1	Explain why Prototype has become a popular way to develop new computer-based system. Also, explain the detail the various phases in System Development Life cycle, Which phase is the most important phase?	**15**	**CO1**

Q 2	Describe the following terms: a) BIS b) DSS c) Expert Systems d) Data Mining e) ERP f) SQL g) CRM h) Design Documentation	15	CO1

SECTION-D

| Q 1 | Define the data process and flow in MIS with using the necessary block diagrams. After the above process you get the below information for a company trying to sell a product 'A' which was sold in 3 regions:

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