

Online Examinations (Even Sem/Part-I/Part-II Examinations 2020 - 2021)

Course Name - Management Information System

Course Code - BBA205

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Answer all the questions. Each question carry one mark.

9. 1. If a university sets up a web-based information system that faculty could access to record student grades and to advise students, that would be an example of a/an

Mark only one oval.

- CRM
- intranet
- ERP
- extranet

10. 2. Which of the following is not a technology driver for an information system?

Mark only one oval.

- enterprise applications
- object technologies
- knowledge asset management
- collaborative technologies

11. 3. The application of information to scan an organisation's environment is:

Mark only one oval.

- external communication
- information overload
- sensing.
- internal communication

12. 4. When a bank uses information to launch a personalised credit card product this:

Mark only one oval.

- manages risks
- creates a new opportunity
- adds value
- reduces costs

13. 5. When a bank uses business performance management software to monitor its performance in differences regions this

Mark only one oval.

- manages risks
- creates a new opportunity
- adds value
- reduces costs

14. 6. When a bank offers web self-service for customers to answer their questions, the primary outcome is:

Mark only one oval.

- manages risks
- creates a new opportunity
- adds value
- reduces costs

15. 7. The general transformation cycle for information is:

Mark only one oval.

- information to data to knowledge
- data to knowledge to information
- data to information to knowledge
- none of the above

16. 8. Monitoring the legal constraints which a company operates under requires review of:

Mark only one oval.

- a company's customers.
- a company's outputs.
- a company's macro-environment
- company's micro-environment

17. 9. Records management:

Mark only one oval.

- is a discipline limited to digitised paper documents
- is a discipline limited to library books
- is a discipline limited to paper documents
- none of the above

18. 10. Which of the following should be represented on an information flow diagram?

Mark only one oval.

- Entity
- Source
- Process
- Attribute

19. 11. Which of the following relates to enterprise interoperability?

Mark only one oval.

- DFD
- Information flow diagram
- XML
- Entity relationship diagram

20. 12. What should not be part of an acceptable use policy?

Mark only one oval.

- Allowable use of systems
- Legal obligations
- Encryption policies
- User responsibilities

21. 13. Contemporary Information Systems are interfacing with customers and suppliers using :

Mark only one oval.

- BPR
- CRM
- SCM
- All of them

22. 14. Which of the following describes e-commerce?

Mark only one oval.

- Doing business electronically
- Doing business
- Sale of goods
- All of the above

23. 15. Which segment do eBay, Amazon.com belong?

Mark only one oval.

- B2B
- B2C
- C2B
- C2C

24. 16. Which type deals with auction?

Mark only one oval.

- B2B
- B2C
- C2B
- C2C

25. 17. The best products to sell in B2C e-commerce are

Mark only one oval.

- Small products
- Digital products
- Specialty products
- Fresh products

26. 18. Which products are people most likely to be more uncomfortable buying on the Internet?

Mark only one oval.

- Books
- Furniture
- Movies
- All of the above

27. 19. The solution for all business needs is

Mark only one oval.

- EDI
- ERP
- SCM
- HRMS

28. 20. What is a model of a proposed product, service, or system?

Mark only one oval.

- Prototyping
- Prototype
- Proof-of-concept prototype
- Selling prototype

29. 21. What is an internal organizational Internet that is guarded against outside access by a special security feature called a firewall (which can be software, hardware, or a combination of the two)?

Mark only one oval.

- Client/server network
- Intranet
- Extranet
- Virus

30. 22. What is a detailed process for recovering information or an IT system in the event of a catastrophic disaster such as a fire or flood?

Mark only one oval.

- Disaster recovery plan
- Hot site
- Cold site
- Disaster recovery cost curve

31. 23. Which factor determines who has the right to access different types of IT systems and information?

Mark only one oval.

- Availability
- Accessibility
- Reliability
- None of the above

32. 24. Which factor represents a system's ability to change quickly?

Mark only one oval.

- Flexibility
- Accessibility
- Reliability
- Scalability

33. 25. What automates business processes?

Mark only one oval.

- Workflow
- ASP
- Workflow system
- EIP

34. 26. Which will not harm computer resources

Mark only one oval.

- firewall
- Virus
- Trojan horse
- None of the above

35. 27. What floods a Web site with so many requests for service that it slows down or crashes?

Mark only one oval.

- Computer virus
- Worm
- Denial-of-service attack
- None of the above

36. 28. What is hardware and/or software that protects computers from intruders?

Mark only one oval.

- Backup
- Anti-virus
- Firewall
- None of the above

37. 29. What is the use of physical characteristics — such as your fingerprint, the blood vessels in the retina of your eye, the sound of your voice, or perhaps even your breath — to provide identification?

Mark only one oval.

- Backup
- Anti-virus
- Firewall
- Biometrics

38. 30. Which of the following do viruses harm?

Mark only one oval.

- Your keyboard
- Your monitor
- Your processor
- Viruses do not harm any of the above

39. 31. Which is the most important component of IT?

Mark only one oval.

- Information
- People
- Information technology
- Computers

40. 32. Which of the following applies to the implementation of an idea?

Mark only one oval.

- Copyright
- Intellectual property
- Patent
- None of the above

41. 33. The verification of credit card is done by using..... with a communications link to the merchants acquiring bank

Mark only one oval.

- Credit card payment terminal
- Point of Sale
- Both the above
- None of these

42. 34. This is a protocol which allows files to be transferred from one computer to another computer

Mark only one oval.

- TCP/IP
- FTP
- HTTP
- ATTP

43. 35.is a card with a microchip that can be used instead of cash and coins for everything from vending machines to public transportation

Mark only one oval.

- Debit Card
- credit card
- Electronic purse
- None of the above

44. 36. Online Data Processing is

Mark only one oval.

- Direct data access
- Indirect Data Access
- Local Data Access
- None of these

45. 37. Language-based, machine-readable representations of what a software process is supposed to do, or how a software process is supposed to accomplish its task is known as:

Mark only one oval.

- prototyping
- software specifications
- application programs
- All of the above

46. 38. Open database connectivity (ODBC) tools are an example of:

Mark only one oval.

- layerware
- tool kit
- interfaceware
- middleware

47. 39. An ongoing activity of systems support is

Mark only one oval.

- assisting users
- adapting the system to new requirements
- recovering the system
- all of the above

48. 40. All of the following are phases of systems analysis, except

Mark only one oval.

- decision analysis phase
- requirements analysis phase
- problem analysis phase
- design analysis phase

49. 41. Prototypes are used in

Mark only one oval.

- model-driven analysis
- object-oriented analysis
- traditional approaches
- accelerated systems analysis

50. 42. The tasks of defining acceptance tests, structuring functional requirements, and validating functional requirements are performed in which one of the phases?

Mark only one oval.

- problem analysis phase
- decision analysis phase
- systems analysis phase
- logical design phase

51. 43. Which one is NOT a common fact-finding technique?

Mark only one oval.

- prototyping
- interviews
- research and site visits
- reverse engineering

52. 44. The person generally responsible for the program design strategy, standards, and construction is called a(n):

Mark only one oval.

- program librarian
- backup chief programmer
- network designer
- chief programmer

53. 45. If you need a student to select from a list of eighty courses of the university's on-line catalogue, your best choice for a GUI control would be:

Mark only one oval.

- check box
- radio buttons
- drop-down list
- Internet hyperlink

54. 46. In a formal system development process which of the following

Mark only one oval.

- statement of the system users' business requirements
- business problem statement
- software and technical hardware solution for the business problem
- Specification and technical blueprints for a solution that fulfills the business requirements

55. 47. Factory workers are in

Mark only one oval.

- Top level management
- middle level management
- lower level management
- None of these

56. 48. Full form of MIS is

Mark only one oval.

- management infortaics system
- management information sysem
- managerial information system
- None of these

57. 49. RAM is

Mark only one oval.

- Parmanent memory
- Temporary memory
- Fixed memory
- None of them

58. 50. Volatile memory is

Mark only one oval.

- HDD
- RAM
- ROM
- Motherboard

59. 51. Conditional formatting is available in

Mark only one oval.

- MS Word
- MS Excel
- Both of them
- None of them

60. 52. Sorting is available in

Mark only one oval.

- MS Word
- MS Excel
- Both of them
- None of them

61. 53. Income tax payment in online is

Mark only one oval.

- B2B
- B2C
- G2C
- None of them

62. 54. In e commerce the dar threat is known as

Mark only one oval.

- Dark Web
- Virus
- Firewall
- None of them

63. 55. Process of manage information about customers to maximize loyalty is said to be

Mark only one oval.

- Company relationship management
- Supplier management
- Retailer's managemen
- CRM

64. 56. Customers lifetime purchases that generate net present value of future profit streams is called

Mark only one oval.

- Customer lifetime value
- Customer purchases value
- Customer cost incurred
- Customer relationships

65. 57. Number of customers or potential customers who will help in company's growth is classified as

Mark only one oval.

- Customer base
- Retailer base
- Distributor's base
- Marketer's base

66. 58. Any occasion on which brand or product is encountered by end customers is called

Mark only one oval.

- Customer touch point
- Company touch point
- Retailers touch point
- Relationship touch point

67. 59. Advantage of CRM

Mark only one oval.

- Cost of the Software
- Improve overall relationship with customer
- Customization of the Business
- All of the above

68. 60. The main drawback of CRM is

Mark only one oval.

- Implementing CRM before creating a customer strategy
- Rolling out CRM before changing the organization to match
- Stalking, not wooing, customers
- All of the above

69. 61. Record which is based on business customers past purchases, sales price and volumes is classified as

Mark only one oval.

- Business database
- Customer database
- Databases marketing
- Company marketing

70. 62. First step in analysis of customer value is to

Mark only one oval.

- Identify customers value attributes
- Assessing attributes importance
- Assessing company's performance
- Assessing competitor's performance

71. 63. The marketing messages committed to customers wishes is a part of

Mark only one oval.

- Permission marketing
- Activity marketing
- Supplier marketing
- None of the above

72. 64. The method used to assess real cost of providing services to an individual customer is

Mark only one oval.

- Cost based accounting
- Activity based accounting
- Turnover based accounting
- Price based accounting

73. 65. B2B stands for

Mark only one oval.

- Business to Government
- Business to Business
- Business to Consumer
- All the above

74. 66. CRM is _____

Mark only one oval.

- Business centric
- Money centric
- Profit centric
- Customer centric

75. 67. . What Are The CRM Technology Components?

Mark only one oval.

- Front-Office Solutions
- Enterprise Application Integrations (EAls) for CRM
- CRM in the Back Office
- All of these

76. 68. _____ uses sophisticated mathematical and statistical techniques such as neural networking and cluster analysis.

Mark only one oval.

- Data mining
- Data survey
- CRM
- None of the above

77. 69. In buyer decision process, percentage of potential customers in a given target market is called

Mark only one oval.

- Customer funnel
- Company funnel
- Marketing funnel
- Retailers funnel

78. 70. . One of the major problem for e-business growth is

Mark only one oval.

- Lack of markets
- Lack of sellers
- Lack of proper infrastructure
- None of the above

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