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

Course Name - Management Information System Course Code - BBA205

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DIP.ME PGDHM MBA M.SC.(BT) M.TECH(CSE) ) LLM M.A.(JMC) M.A.(ENG) M.SC.(MATH) M.SC.(MB) MCA M.SC.(MSJ) M.SC.(AM) M.SC.CS) M.SC.(ANCS) M.SC.(MM)

B.A.(Eng)

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



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:



- 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 riskscreates a new opportunity
- 🔵 adds value
- reduces costs
- 15. 7. The general transformation cycle for information is:

- 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:

- 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
- 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 :

- BPR
- 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?

- 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

- 🔵 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.

$\square$	) Client/server network
$\square$	) Intranet
$\square$	Extranet
$\square$	) 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?

- 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

	1 Anti	viruo
$\square$	Anu	-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
- O Your processor
- Viruses do not harm any of the above
- 39. 31. Which is the most important component of IT?

- Information
- People
- Information technology
- Computers

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

Mark only one oval.



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

- 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:

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

46. 38. Open database connectivity (OBDC) 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

- 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.



\_\_\_\_ 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

- 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 memoy is

Mark only one oval.

$\subset$	HDD	
$\subset$	RAM	

- ROM
- Motherword
- 59. 51. Conditional formating is avialable in

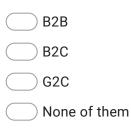
Mark only one oval.

- MS Word
- MS Excel
- Both of them
- None of them
- 60. 52. Sorting is avialable in

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

61. 53. Income tax payment in online is

Mark only one oval.

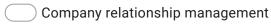


62. 54. In e commerce the dar threat is known as

Mark only one oval.

$\bigcirc$	Dark Web
$\bigcirc$	Virus
$\bigcirc$	Firewall
$\bigcirc$	None of them

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



- Supplier management
- Retailer's managemen

# 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

Customer touch	point
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- 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

- 📃 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

- 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?

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

76. 68. \_\_\_\_\_uses sophisticated mathematical and statistical techniques such as neutral 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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