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

Course Name - –Management Information System
Course Code - BBAC205

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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 (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

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 memoy is

Mark only one oval.

◯ HDD

◯ RAM

◯ ROM

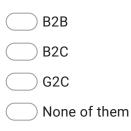◯ Motherword

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

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 (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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