



BRAINWARE UNIVERSITY

Course –BBA

Advanced Computer Application and E-Commerce (BBA405)

(Semester – 4)

Time allotted: 3 Hours

Full Marks: 70

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group –A

(Multiple Choice Type Question)

10 x 1 = 10

1. *Choose the correct alternative from the following*
 - (i) Circular reference can be handled by
 - a. Excel
 - b. SPSS
 - c. R
 - d. All of the above.
 - (ii) Simon's model is used for
 - a. SCM
 - b. Decision Making
 - c. ERP
 - d. None of the above.
 - (iii) Expert System is the part of
 - a. DSS
 - b. EIS
 - c. TPS
 - d. Any one of the above.
 - (iv) Predictive Analytics is a ----- type of learning
 - a. Supervised
 - b. Unsupervised
 - c. Based on situation
 - d. None of the above.
 - (v) Among of the following which one is not an characteristic of information
 - a. Accurate
 - b. Reliable
 - c. Complete
 - d. None of the above.
 - (vi) Geographic Information System is the part of
 - a. DSS
 - b. EIS
 - c. TPS
 - d. Any one of the above.
 - (vii) BPR can be successful by involving
 - a. High level managers
 - b. All resources under the guidance of managers.

- c. Low level managers
- d. None of the above.
- (viii) Market Basket Analysis is a special application of
 - a. Data Mining
 - b. Knowledge Management
 - c. Data Warehouse
 - d. BPR
- (ix) Groove is an example of ----- DSS
 - a. Information driven
 - b. Knowledge driven
 - c. Data driven
 - d. Communication driven
- (x) ROLAP based model proposed by
 - a. Agarwal
 - b. Khurana
 - c. Zaho
 - d. Champy

Group – B

(Short Answer Type Questions)

3 x 5 = 15

Answer any *three* from the following

- 2. What is Concept Hierarchy? [5]
- 3. How does strategic planning related to MIS? [5]
- 4. What is ROLAP? [5]
- 5. Write down characteristics of a data mining. [5]
- 6. How does operational planning related to MIS? [5]

Group – C

(Long Answer Type Questions)

3 x 15 = 45

Answer any *three* from the following

- 7. (a) What are the different variations of Predictive and Exploratory data mining? [8]
- (b) What are the Current Trends in Technology? [7]
- 8. (a) Write down the syntaxes of INDIRECT, CHOOSE, SUMIFS and COUNTIF. [8]
- (b) Explain the concept of E-CRM, E-Procurement. [7]
- 9. (a) Explain the concept of Seven Principals in case of BPR. [8]
- (b) Differentiate between BPR vs BPI. [7]
- 10. (a) What are the characteristics of information needed by top-level managers? [6]
- (b) What is Data Mart? [5]
- (c) What is a Structured Decision? Give examples. [4]

11. (a) What is ODS? [2]
- (b) Define KPO and LPO? [2]
- (c) Differentiate between OLAP and OLTP. [6]
- (d) Why should OLAP server separated from OLTP. [5]