

V.P. & R.P.T.P. Science College

S. Y. B.Sc. Examination Semester – IV Internal Test

US04ECSC03: IT IN BUSINESS

Date: 17/03/2015

Time: 10:30 AM to 11:30

Max. Marks: 25

Que. 1 MCQ

(3)

1. Which of the following is a resource of information system?

- (A) People (B) data (C) network (D) all of above

2. Payroll is a _____ program.

- (A) system (B) procedure (C) function (D) application

3. _____ marketing establish two – way transaction between a business & its Customers.

- (A) Interactive (B) Targeted (C) Sales force auto main (D) None of the above

Que. 2 Short Questions (Any two)

(4)

- 1) What is information system?
- 2) Define term: data versus information.
- 3) What do you mean by Capital Budgeting?



Que. 3 Explain information system activities.

(6)

OR

Que. 3 Discuss IS framework for business professional.

(6)

Que. 4 Explain managerial challenges of IT.

(6)

OR

Que. 4 Describe component of an information System

(6)

Que. 5 Explain the component of targeted marketing system.

(6)

OR

Que. 5 Explain Human Resources Management System in detail.

(6)

ALL THE BEST