Name:		C	
Enrolme	ent No:	3	
Course:	UNIVERSITY OF PETROLEUM AND ENERGY STUDIES End Semester Examination, May 2019 Business Information system Code: BBCG129	Semester:	· VI
Program	nme: BBA – Media management Time	: 03 hrs.	
Max. M	Iarks: 100 Instruc	tions:	
	SECTION A		
S. No.		Marks	СО
Q 1	BIS Stands for:		
	a) Business Intelligent Software		001
	b) Business Intelligent System	1	CO1
	c) Business Information Software		
	d) Business Information System		
Q 2	Which of the following not in our control?		
	a) Collection of data		
	b) Configuration of data	1	CO1
	c) Processing of data		
	d) Reports of data		
Q 3	The information of MIS comes from the		CO1
	a) Internal Source		
	b) External Source	1	
	c) Both Internal & External Source		
	d) None of the above		
Q 4	The backbone of any organization is		CO1
	a) Information		
	b) Employee	1	
	c) management		
	d) Capital		
Q 5	The flow of information through MIS is		CO1
	a) Need Dependent		
	b) Organization Dependent	1	
	c) Information Dependent		
	d) Management Dependent		
Q 6	Internal information for MIS may come from any one of the following departmen	ts	CO1
	a) Customers care department	1	
	<ul><li>b) HR department</li><li>c) Marketing department</li></ul>		
	c) Marketing department		

Г

	d) Production department		
Q 7	Audit gives details about to Account Payable System?		CO1
	a) Account balance		
	b) Transaction	1	
	c) Expenditure		
	d) All of the above		
Q 8	The basic component(s) of DSS is (are) ?		CO1
	a) Database		
	b) Model base	1	
	c) DSS software system		
	d) All of the above		
Q 9	Decision trees could be represented in different ways such as?		CO1
	a) Bottom to top		
	b) Left to right	1	
	c) Top to bottom		
0.10	d) All of the above		CO1
Q 10	The types of data transmission modes are a) Half duplex., Duplex., Singlex		C01
	b) Half duplex. , Duplex. , Simplex	1	
	c) Half duplex., Duplex., Half Singlex		
0.44	d) Singlex, duplex, half triplex		
Q 11	MIS stand for?	1	CO1
Q 12	AI is the short form of?	1	CO1
Q 13	One byte is made of, How many bits?	1	CO1
Q 14	GDSS is the short form of?	1	CO1
Q 15	DBMS uses which language for the queries?	1	CO1
Q 16	Working model of and existing system is called?	1	CO1
Q 17	The most creative and challenging phase of system life cycle is	1	CO1
Q 18	is the real-world object, such as a person, place etc.	1	CO5
Q 19	In computer the number system of 0 and 1 is called as	1	CO4
Q 20	A sequence of instructions that works together to perform a task is called a	1	CO3
	SECTION B		
Q 1	What is MIS? Why the business firms need MIS? Discuss major types of MIS.	5	CO1
Q 2	What is Decision Making? Why this is difficult? Discuss.	5	CO1
Q 3	Differentiate in detail between MIS and DSS.	5	CO1
Q 4	Distinguish between data and information.	5	CO1
	SECTION-C		

					CO1
a) Customer Relationship Management.					
b) Supply Chain Management.					
· · · · · · · · · · · · · · · · · · ·	IS and SQL			15	
/					
e) Data	Mining				
Explain why	Prototype has become	a popula	ar way to develop new computer-based		CO1
system. Also	, explain the detail the	various	phases in System Development Life	15	
cycle, which	phase is the most impo	ortant ph	ase?		
		SE	CTION-D		
Define the d	ata process and flow in	MIS wit	th using the necessary block diagrams.		
After the abo	ove process you get the	below in	nformation for a company trying to sell a		
Region	<b>Revenue</b> generated	Profi	t Ad expense		
New Delhi	INR 5,000.00/-	20%	2000.00/-		
Mumbai	INR 8,000.00/-	20%	2000.00/-		
Bengaluru	INR 10,000.00/-	20%	2000.00/-		
TOTAL	INR 23,000.00/-	20%	6000.00/-	• •	CO2/
				30	CO3
based upon the above data answer the questions given below:					
a.) What is the net profit company made?					
spanneadon when we implement the dd the second time.					
	<ul> <li>b) Supp</li> <li>c) DBM</li> <li>d) ERP</li> <li>e) Data</li> </ul> Explain why system. Also cycle, which Define the data of the explain	<ul> <li>b) Supply Chain Management.</li> <li>c) DBMS and SQL</li> <li>d) ERP</li> <li>e) Data Mining</li> </ul> Explain why Prototype has become system. Also, explain the detail the cycle, which phase is the most imported by the product 'A' which was sold in 3 reg Region Revenue generated New Delhi INR 5,000.00/- Mumbai INR 8,000.00/- Bengaluru INR 10,000.00/- TOTAL INR 23,000.00/- based upon the above data answer that a.) What is the net profit compation b.) Which location performed that c.) Can we sell more products us Explain and justify your ans d.) Write the probable outcome	<ul> <li>b) Supply Chain Management.</li> <li>c) DBMS and SQL</li> <li>d) ERP</li> <li>e) Data Mining</li> <li>Explain why Prototype has become a popular system. Also, explain the detail the various cycle, which phase is the most important pherotype has become a popular system. Also, explain the detail the various cycle, which phase is the most important pherotype has become a popular system. Also, explain the detail the various cycle, which phase is the most important pherotype has become a popular system. Also, explain the detail the various cycle, which phase is the most important pherotype has become a popular system. Also, explain the detail the various cycle, which phase is the most important pherotype has become a popular system. Also, explain the detail the various cycle, which phase is the most important pherotype has become a popular system. Also, explain and justify your answer.</li> <li>d.) Write the probable outcome (in the system).</li> </ul>	<ul> <li>b) Supply Chain Management.</li> <li>c) DBMS and SQL</li> <li>d) ERP</li> <li>e) Data Mining</li> </ul> Explain why Prototype has become a popular way to develop new computer-based system. Also, explain the detail the various phases in System Development Life cycle, which phase is the most important phase? SECTION-D Define the data process and flow in MIS with using the necessary block diagrams. After the above process you get the below information for a company trying to sell a product 'A' which was sold in 3 regions: Region Revenue generated Profit Ad expense New Delhi INR 5,000.00/- 20% 2000.00/- Mumbai INR 8,000.00/- 20% 2000.00/- Bengaluru INR 10,000.00/- 20% 2000.00/- TOTAL INR 23,000.00/- 20% 6000.00/- based upon the above data answer the questions given below: <ul> <li>a.) What is the net profit company made?</li> <li>b.) Which location performed the best and the worst?</li> <li>c.) Can we sell more products using the same budget and make more profit?</li> </ul>	b) Supply Chain Management.       15         c) DBMS and SQL       15         d) ERP       15         e) Data Mining       15         Explain why Prototype has become a popular way to develop new computer-based system. Also, explain the detail the various phases in System Development Life cycle, which phase is the most important phase?       15         SECTION-D         Define the data process and flow in MIS with using the necessary block diagrams. After the above process you get the below information for a company trying to sell a product 'A' which was sold in 3 regions:         Region Revenue generated Profit Ad expense         New Delhi INR 5,000.00/-       20% 2000.00/-         Mumbai INR 8,000.00/-       20% 2000.00/-         Bengaluru INR 10,000.00/-       20% 6000.00/-         Mat is the net profit company made?       30         based upon the above data answer the questions given below:       a.) What is the net profit company made?         b.) Which location performed the best and the worst?       c.) Can we sell more products using the same budget and make more profit? Explain and justify your answer.         d.) Write the probable outcome (in the similar pattern mentioned above) with       30

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0	8	03 hrs.			
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	SECTION A				
S. No.		Marks	CO		
Q 1	Decision trees could be represented in different ways such as?				
	a.) Bottom to top				
	b.) Left to right	1	CO1		
	c.) Top to bottom				
0.2	d.) All of the above		C01		
Q 2	Which of the following cannot be controlled?		COI		
	a) Reporting				
	b) Processing	1			
	c) Configuration				
0.0	d) Collection		001		
Q 3	The basic component(s) of DSS is (are)?		CO1		
	a.) Database				
	b.) Model base	1			
	c.) DSS software system				
~ .	d.) All of the above				
Q 4	The types of data transmission modes are		CO1		
	a.) Half duplex., Duplex., Singlex				
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Q 5	Audit gives details about to Account Payable System?		CO1		
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Q 7	The flow of information through MIS is	1	CO1		

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Q 8	The backbone of any organization is		C01
X °	a) Information		0.01
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Q 11		1	C01
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Q 20	Working model of and existing system is called?	1	CO1
	SECTION B	1	
Q 1	Define MIS.	5	CO1
Q 2	Distinguish between data and information.	5	C01
Q 3	Discuss in detail the Management Support System.	5	CO1
$\frac{\mathbf{Q}^{3}}{\mathbf{Q}^{4}}$	What is DBMS? What are its merits and demerits?	5	C01
× '	SECTION-C	5	
Q 1	Explain why Prototype has become a popular way to develop new computer-based		<b>CO1</b>
Ύ	system. Also, explain the detail the various phases in System Development Life cycle, Which phase is the most important phase?	15	

Q 2	Describe the	following terms	,					CO1
	a) BIS	b) DSS	c) Expert Sys	tems	d) Data Mining	g e) ERP	15	
	f) SQL	g) CRM	h) Design Do	cumen	ntation		15	
	I		SE	ECTIO	)N-D			
Q 1	Define the data process and flow in MIS with using the necessary block diagrams. After the above process you get the below information for a company trying to sell a				a			
	product A	product 'A' which was sold in 3 regions:						
	Region	Revenue gene			d expense			
	New Delhi	INR 5,000.00/			0.00/-			
	Mumbai	INR 8,000.00/	/- 20%	200	0.00/-			
	Bengaluru	INR 10,000.0	0/- 20%	200	0.00/-			CO2,
	TOTAL	INR 23,000.0	0/- 20%	600	00.00/-		30	to
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