MAY 2024 **P/ID 77934/RMB2K**

Time : Three hours Maximum : 80 marks

PART A — (10 × 2 = 20 marks)

Answer any TEN questions in 50 words each.

Write a short note on

1. Flow Diagram.
2. Information System.
3. ERP packages.
4. External databases.
5. Operational decisions.
6. Marketing Information System.
7. Intelligence Information System.
8. Tactical decisions.
9. Relationship Diagram.
10. System Design.
11. Conventional Packages.
12. Accounting Information System.

PART B — ($5 \times 6 = 30$ marks)

Answer any FIVE questions in 250 words each.

13. Explain the Production Information System.

14. What are the various elements of system?

15. Describe the Characteristics of ERP.

16. Explain the decision support system.

17. Distinguish Functional Management Information system and Human Resource Information System.

18. Describe the Evaluation and maintenance of Marketing Information System.

19. Discuss the different classifications of CRM.

PART C — ($3 \times 10 = 30$ marks)

Answer any THREE questions in 500 words each.

20. Explain how to implement Information System in an Organization.

21. Discuss the need for Integration of Information System with the Changing Business need.

22. Briefly discuss about database technology.

23. Explain the Business application of Information System for marketing functions and Human resource management.

24. "Managers need to identify the types of information system for effective management" — Describe the various information systems and their application in Business.

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