NAVRACHANA UNIVERSITY
a UGC recognized University

School:	School of Engineering and Technology
Program/s:	Computer Science & Engineering
Year: 4th	**Semester:** 7th
Examination:	End Semester Examination
Examination year:	December - 2021

Course Code: CS429	**Course Name:** Management Information System		
Date: 07/12/2021		**Total Marks:**	40
Time: 02:30 pm to 04:30 pm		**Total Pages:**	2

Instructions:

→ *Write each answer on a new page.*
→ *Use of a calculator is permitted.*
→ *Draw all relevant waveforms in answer sheet only.*
→ ** COs=Course Outcome mapping. # BTL=Bloom's Taxonomy Level mapping*

Q. No.	Details	Marks	COs*	BTL#
Q.1	**Multiple choice questions.**			
	1. _____ process include procurement, inventory management, purchasing, shipping, production planning and plant and equipment maintenance. a) Sales and Marketing c) Financial and Accounting b) Human Resource d) Manufacturing and Production	**10**	CO1	BT1
	2. _____ determines how much product a business needs to make to satisfy all of its customer's demands. a) Supply chain planning c) Supply chain execution system b) Demand Planning d) Global Supply chain		CO2	BT2
	3. _____ management uses many of the same data, tools and systems as customer relationship management to enhance collaboration between a company and its selling partners. a) Partner relationship c) Sales force automation b) Employee relationship d) Customer relationship		CO3	BT2
	4. _____ electronic commerce involves customers selling directly to customers. a) Business to customer c) Consumer to consumer b) Business to business d) E commerce		CO2	BT3
	5. _____ saves users money and time by processing online sales transactions and generating a fee each time a transaction occurs. a) Content provider c) Transaction broker b) E tailers d) Market creator		CO3	BT2
	6. _____ is the knowledge work station that provide drug designers, architects engineers and medical workers with precise photorealistic simulations of objects. a) Computer aided manufacturing c) Investment workstations b) Virtual reality system d) Inference engine		CO3	BT4
	7. _____ are useful for finding the optimal solution for a specific problem by examining a very large number of possible solutions for that problem. a) Genetic Algorithm c) Neural network b) Inference engine d) Hybrid artificial intelligence system		CO2	BT5
	8. _____ are those in which the decision maker must provide judgement, evaluation and insight to solve the problem.		CO1	BT5

			CO	BT
	a) Unstructured decision c) Semi structured decision b) Structured decision d) None of the above 9. _____ introduces the new system to only a limited area of the organization such as single department or operating unit. a) Phased approach strategy c) Parallel strategy b) Direct cutover strategy d) Pilot study strategy 10. _____ is used to describe this process of creating workable systems in a very short period of time. a) Joint application design c) Rapid application development b) Agile development d) Component based development		CO2 CO3	BT3 BT6
Q.2	**Fill in the blanks/Short answers/True or false.** 1. _____ is a method of interaction with the customer such as telephone, email, customer service desk, conventional mail and website. 2. Computer aided design automates the creation but not the revision of design, using computers and sophisticated graphics software. **(True/False)** 3. According to the case study of Procter and gamble. The use of _____ environment forms the basis of the distributed strategy. 4. The full form of TSC_____. 5. _____ enables a system to be built by assembling and integrating existing software component.	5	CO1 CO3 CO3 CO2 CO4	BT1 BT3 BT4 BT3 BT4
Q.3	Write down the features of E-commerce technology. Or Explain in detail about supply chain management with reference to Nike 's supply chain and flow of information.	5	CO3 CO4	BT5 BT6
Q.4	What are the new approaches for the system building in the digital firm era?	5	CO2 CO3	BT4 BT5
Q.5	Write down difference between Customer Relationship Management(CRM) and Sales Force Automation(SFC). Or Write about the different intelligent techniques used in the organization.	5	CO2 CO3	BT2 BT3 BT4 BT5
Q.6	What are the benefits of behavioral targeting? Or How is terror watch list database associated with information technology?	5	CO3 CO4	BT4 BT5
Q.7	What are the business and social benefits of digitizing medical record keeping? Or Write down the steps taken by mobile service provider for digitalizing their services.	5	CO3 CO4	BT5 BT5

************End of Question Paper************