2 6 NOV 2019

SEAT

BE/SEMVII/IT/CBCS

Time: 3 Hours

Marks: 80

N:B (1) Question 1 is Compulsory.
(2) Attempt any three from the remaining questions.
(3) Figures to the right indicate full marks.

5*4=20M

Q.1 Attempt any four
A What is information system? Explain the necessary element with neat diagram
B Define Big Data and discuss its basic characteristics?
C Explain the Ethical issues and threats of information security?
D Describe how social computing inspires customer service
E Differentiate between computer network wired and wireless technology

Q.2 A List the types of Information system? Explain in brief   10M
   B Discuss competitive advantage achieved in Information System   10M

Q.3 A Explain the architecture of Data mart and Data warehouse in an organization   10M
   B Discuss the Impact of BI on Decision Making.   10M

Q.4 A What are the potential benefit of social commerce to the customers and to the   10M
   business?
   B What are major security threats to the information system? Discuss the measures   10M
   taken to control information security.

Q.5 A Discuss the significance of social computing in marketing in detail   10 M
   B What are the functional areas of Information system. Explain in detail   10 M

Q.6 A Define CRM. Describe the different types of CRM   10M
   B Design MIS for the Educational System   10M

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