

CLASS: BCA

15A / 63

St. JOSEPH'S COLLEGE (AUTONOMOUS) TIRUCHIRAPPALLI – 620 002

SEMESTER EXAMINATIONS – APRIL 2015

TIME: 3 Hrs.

MAXIMUM MARKS: 100

SEM	SET	PAPER CODE	TITLE OF THE PAPER
VI	2012	11UBC630217	MANAGEMENT INFORMATION SYSTEM AND ERP

### SECTION – A

Answer all the questions:

20 x 1 = 20

Choose the correct answer:

- Establishing new business linkages are alliances with customers, suppliers, competitors are called
  - Growth strategy
  - Innovation strategy
  - Alliance strategy
  - Differentiation strategy
- Computer integrated manufacturing supports the concept of \_\_\_\_\_.
  - Flexible manufacturing system
  - Agile manufacturing
  - Total quality management
  - All the above
- \_\_\_\_\_ plays an important role in e-commerce systems since customers, suppliers and stake holders must be notified of all events.
  - Collaboration
  - Catalog management
  - Work flow management
  - Even notification
- \_\_\_\_\_ is used to produce report about data
  - DSS
  - EIS
  - Both a & b
  - None of the above
- \_\_\_\_\_ is the phase that designs the implementation process in ERP.
  - Project planning
  - Package evaluation
  - Re-engineering
  - Post implementation

### Fill in the blanks:

6. The component that converts input into output is called \_\_\_\_\_.
7. \_\_\_\_\_ systems automate the production process.
8. \_\_\_\_\_ are information system that combine the features of management information system and decision support system.
9. \_\_\_\_\_ is a corporate level strategy focusing on creating and maintaining relationship with customer.
10. \_\_\_\_\_ is the degree of difficulty of implementing, operating and maintaining the ERP system.

### State True or False:

11. Tarit knowledge is data, document and things written or stored on computers.
12. Collaborative CPM synchronizes customer interactions consistently across all channels.
13. Goal seeking analysis reverses the direction of the analysis done in what if analysis and sensitively analysis.
14. OLAP applications are dependent on data ware houses and transaction processing system to refresh their source level data.
15. End user training is the phase where the actual user of the system will be given training on how to use the system.

### Match the following:

- |                         |   |
|-------------------------|---|
| 16. Feedback            | - a) Drivel-down                              |
| 17. SCM                 | - b) Operation and Maintenance                |
| 18. OLAP                | - c) Performance of the System                |
| 19. Datamining          | - d) Cross functional inter-enterprise system |
| 20. Post implementation | - e) Extract information                      |

## **SECTION – B**

**Answer all the questions:**

**5 x 4= 20**

21. a. Explain about five basic competitive strategies.

**OR**

b. Describe briefly about BPR.

22. a. Explain the three phases of CRM.

**OR**

b. List the benefits and challenges of SCM.

23. a. Explain the categories of E-Commerce.

**OR**

b. Explain the types of Analytical Modeling.

24. a. What is a data warehouse? Describe the structure of data warehouse.

**OR**

b. Mention the different styles of OLAP. Explain.

25. a. Describe the major objectives of ERP implementation.

**OR**

b. Why do many ERP implementations fail?

## **SECTION – C**

**Answer any FOUR questions:**

**4 x 15 = 60**

26. Explain briefly about the resources of Information System.

27. Describe the concept of marketing and manufacturing systems.

28. Discuss in detail about DSS and MIS.

29. Explain the different phases involved in BPR.
30. Explain the different phases of ERP implementation.

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