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BCA Semester – V
INFORMATION SYSTEM

[Time: 2 Hours]

[Max. Marks: 60]

*Instructions: i) All questions are compulsory.
ii) Figures to the right indicate full marks.*

Q.1.**A. Define the following terms:****(5X1=05)**

- i. Information System.
- ii. Tacit Knowledge.
- iii. Office Automation System.
- iv. Bullwhip effect.
- v. Employee Relationship Management.

B. Name the following:**(5X1=05)**

- i. Rule-based technology that represents imprecision used in linguistic categories (e.g., "cold," "cool") that represents range of values.
- ii. Descriptions of past experiences of human specialists, represented as cases, stored in knowledge base.
- iii. Decision support tool that uses a tree-like graph or model of decisions and their possible consequences, including event outcomes, resource costs, and utility.
- iv. A marketing strategy of selling complementary products to customers. i.e. encouraging customers to purchase products or services in addition to the original items they intended to purchase.
- v. A TPS wherein the input data is processed immediately, but, the output results are available fast enough so as to meet the immediate information needs of the end-user.

Q.2.A. Defend how information completeness and timeliness are important to an organization's decision making. **(02)**

B. Briefly explain the following:**(03)**

- i. Planning
- ii. Staffing
- iii. Directing

C. In the ever-evolving world of digital transformation, the DIKW Pyramid is a fundamental framework that plays a crucial role, particularly in dealing with big data. Explain DIWK Pyramid and draw a neat labelled diagram of the same. **(05)**

- Q.3.A.** Give any two sources of Information. (02)
- B.** List the steps of cost-benefit analysis. (03)
- C.** Briefly explain the following: (05)
- Roll-up operation of OLAP
 - OLAP cube
 - Example of Data mart
 - Data Mining
 - Web Mining
- Q.4.A.** Draw a neat labelled diagram to illustrate the working of Enterprise systems. (02)
- B.** Criticize any three limitations of Office Automation System. (03)
- C.** Explain any five features of Executive Support System. (05)
- Q.5.A.** Illustrate with the help of a neat labeled diagram, the customer loyalty management process. (02)
- B.** Elaborate on any three components of Expert Systems. (03)
- C.** Compare and contrast Database and Data warehouse. Mention any five points. (05)
- Q.6.A.** Examine the working of Nike Sneakers Supply Chain. (02)
- B.** Write a note on business value of Enterprise Systems. (03)
- C.** Elaborate on Information System processing. (05)