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[This question paper contains 3 printed pages.]

440

Your Roll No.....

BFIA / IV Sem. – 2012

FINANCIAL AND INVESTMENT ANALYSIS

Paper 404

Information Technology for Business

Time : 3 hours

Maximum Marks : 75

*(Write your Roll No. on the top immediately
on receipt of this question paper.)*

Attempt all questions.

1. Explain these terms in detail :

(a) Market Basket Analysis

(b) Enterprise Portals

(c) Protocols

(d) Domain Name

(e) Operating System

(f) VPN

(g) RFID

(9)

P.T.O.

2. (i) What is DSS, EIS & how both are contributing in decision making at various level in the organization.

(ii) Explain various types of Transaction Processing Systems. How you can say that TPS is considered to be a core for other Information Systems. (11)
3. In the Process of development what do you mean by Feasibility Study? What is its importance & explain its various types also. (11)
4. What is Data Warehouse & Data Mining? What is their importance for business and how you can say that both are complementary to each other to do business intelligently. (11)
5. (i) Explain all the components of Information System in detail.

(ii) What do you mean by ERP? Do you think ERP implementation can play important role in success of your business & how. (11)
6. (i) Explain various kind of business models popular in E-Commerce with example.

- (ii) In your opinion, if you are running a website what sort of facilities/efforts you would make that leads to a successful online business. (11)
7. (i) Explain all the activities in detail which we perform during Implementation Phase of the SDLC.

(ii) Explain all different possible Competitive Strategies which businesses can develop to counter the actions of the competitive forces they confront in the market place. (11)