

**BACHELOR OF BUSINESS ADMINISTRATION  
(RETAIL SERVICES)  
(BBARS)**

**Term-End Examination**

**December, 2013**

**BRS-006 : BUSINESS INFORMATION SYSTEMS  
AND APPLICATIONS**

*Time : 3 hours*

*Maximum Marks : 100*

*Note : Answer any five questions. All questions carry equal marks.*

1. (a) What strategic goal can as 'IS' attain that does not involve market share from competitors ? 10
- (b) Among IT-Business professionals, the greatest demand is for network administrators and analyst why ? 10
2. (a) What are typical components of ERP (Enterprise Resource Planning) system ? 10
- (b) In brief, What is the purpose of Customer Relationship Management (CRM). 10
3. (a) What is a difference between 'System Software' and 'Application Software' ? 10
- (b) What is open source software ? Is what does the word 'source' refer ? 10

4. Electronic spreadsheets are great tools for business modelling. Give an example of a model and describe how you would implement it in a spreadsheet ? 20
5. (a) What is a difference between a 'domain' name and 'IP' number ? 10  
(b) What is blogging, and what potential does it have for businesses ? 10
6. (a) What is an intranet, and what purpose does it serve ? 10  
(b) What is phishing ? How do people get 'phished' ? 10
7. Write short notes on **any four** of the following :  
(a) Global Information System (GIS) 5x4=20  
(b) Decision Support System (DSS)  
(c) Knowledge Management (KM)  
(d) Dash board  
(e) System Development Life Cycle (SDLC)
8. Distinguish between **any four** of following : 5x4=20  
(a) Data mining and Data warehouse  
(b) E-Commerce and M-Commerce  
(c) Auction and Reverse Auction  
(d) Memory and Flash Memory  
(e) System and Sub-System
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