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BACHELOR OF BUSINESS ADMINISTRATION (RETAIL SERVICES) (BBARS)

Term-End Examination

December, 2012

BRS-006 : BUSINESS INFORMATION SYSTEMS AND APPLICATIONS

Time : 3 hours   *Maximum Marks : 100*

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

1. Define the term System. Explain in detail various types of system.   **20**

2. Explain the following acronym :

    (a) Knowledge Based Expert System (KBES)   **10**

    (b) Enterprise Resource Planning. (ERP)   **10**

3. What is data-mining ? What are the advantages and limitations of data mining ?   **20**

4. (a) Advantages and disadvantages of employing 'Software-as-a-Service" (SaaS).   **10**

    (b) Visual and Audio database used by the business today.   **10**

5. (a) What is an URL and how is it used ? **10**

   (b) Advantages and Disadvantages of E-mail. **10**

6. Briefly **comment** on the following:

   (a) Multiple computer platform are dedicated **10**
   in a client/server Architecture.

   (b) Electronic Data Interchange (EDI) can link **10**
   the computers of customers, manufacturer
   and suppliers.

7. Distinguish between the following :

   (a) E-commerce and M-commerce. **10**

   (b) Supply Chain Management. (SCM) **10**

   and

   Customer Relationship Management. (CRM)

8. Write **short notes** on the following :

   (a) System Development Life Cycle (SDLC) **10**

   (b) Network Topologies (NT) **10**

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