

00444

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

**Term-End Examination**

**June, 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 should an organisation do to sustain the strategic benefits of an IS ? 10
- (b) Give three examples in which raw data also serves as an useful information. 10
2. What is a supply chain ? What is the purpose of supply chain management system ? How supply chain software facilitates mainly in two ways ? 20
3. (a) How information technology plays a crucial role in marketing ? 10
- (b) What are different levels of MIS ? 10
4. (a) What is 'JIT' ? How do 'MRP - I' and 'MRP - II' systems help to achieve 'JIT' ? 10
- (b) Office Applications are often called productivity tools. Why ? 10

5. Linux is a free and stable operating system, which is of great advantages. What are the disadvantages of adopting it ? **20**
6. (a) What is a network protocol ? **10**  
(b) What risk to business organisation does the growing use of network pose ? **10**
7. Write short notes on **any four** of the following : **5x4=20**  
(a) Business Information System  
(b) Database Model  
(c) E - commerce  
(d) Expert system  
(e) Software Liscencing
8. Distinguish between **any four** of the following : **5x4=20**  
(a) 'Application Development' and 'System Development'  
(b) Internet and Intranet  
(c) B2B and B2C  
(d) HTML and XML  
(e) Magnetic Disk and Optical Disk
-