

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

Term-End Examination

00520

December, 2014

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

Time : 3 hours

Maximum Marks : 100

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

1. "Business information systems lie at the heart of many companies and organisations, which rely on them to manage their operations and provide key business insights." Explain the statement with the help of a suitable example. 20

2. What do you mean by Application Service Provider (ASP) ? Explain the different functioning of ASP. 20

3. "Information Systems often refer to the interaction between algorithmic processes and technology." Explain with the help of a suitable example. 20

4. Why are information systems essential in business today ? Describe four trends in the global business environment that have made information systems so important. 20
5. Distinguish between any *two* of the following : 10+10=20
- (a) Tactical vs. Strategic Information
 - (b) CRM and eCRM
 - (c) B2C and C2C
6. Explain the following acronyms : 4×5=20
- (a) SDLC
 - (b) SCM
 - (c) ERP
 - (d) B2G
7. Briefly comment on any *two* of the following : 10+10=20
- (a) Workers with specialized technical knowledge and strong communication skills will have the best prospects.
 - (b) BIS not only indicates how things are going, but also why and where performance is failing to meet the plan.
 - (c) Information Systems (IS) is a scientific field of study that addresses the range of strategic, managerial and operational activities involved in the gathering, processing, storing, distributing.

8. Write short notes on any *two* of the following: *10+10=20*

- (a) Transaction Processing Systems
 - (b) Marketing Information System
 - (c) Open Source Software
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