

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

00494

**Term-End Examination
June, 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. "An information system is not only the technology an organization uses, but also the way in which the organizations interact with the technology and the way in which the technology works with the organization's business processes". Explain the above statement with the help of a suitable example. 20
2. "The growing importance of business information systems is generating ongoing demand for skilled manpower trained in the development and use of these systems". Explain the above statement with the help of a suitable example. 20
3. What are the social, legal and ethical issues and characteristics that confront all forms of business ownership ? Explain with the help of a suitable example. 20

4. How the computer - based information systems are concerned with supporting the functional areas of an organization ? Discuss. **20**
5. Distinguish between **any two** of the following : **10+10**
- (a) B2B and B2C
 - (b) M - Commerce and E - Commerce
 - (c) Basic input Vs Output system
6. Explain the following Acronym : **4x5=20**
- (a) EIS
 - (b) DSS
 - (c) CRM
 - (d) ERP
7. Briefly comment on **any two** of the following : **10+10**
- (a) Virtually every company uses information systems in their business.
 - (b) IT departments in larger organizations tend to strongly influence information technology development.
 - (c) Earlier business computers were used for simple operations with little detail or structure.
8. Write short notes on **any two** of the following : **10+10**
- (a) Business Intelligence and Data Analysis
 - (b) Object - Oriented Programming for Business
 - (c) System Development Life Cycle
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