

2022

COMMERCE

Paper : CC-302

(Information System and Computer Applications)

Module I and II

Full Marks : 40

*The figures in the margin indicate full marks.*

*Candidates are required to give their answers in their own words  
as far as practicable.*

Module - I

Answer *any two* questions.

1. (a) Briefly discuss the Spiral Model of System Development Life Cycle with appropriate diagram.  
(b) Write short note on 'Strategic Information System'. 7+3
2. (a) Explain the key reasons behind a successful Export System Development.  
(b) When and how the System Development Life Cycle is initiated? 6+4
3. (a) Write short note on e-commerce opportunities for business.  
(b) What are the major constraints in operating a Management Information System? – Briefly Explain. 5+5
4. (a) Elucidate the various areas of e-commerce applications.  
(b) Clearly state the basic points of difference between Management Information System and Decision Support System. 6+4

Module - II

Answer *any two* questions.

5. Alexa oil company has leased the drilling rights on a large parcel of land in Kerala that may or may not contain oil reserve. A competitor has offered to lease the land for ₹ 2,00,000 cash in return for drilling rights and all rights to any oil that might be found. If Alexa does not take the deal, it will be faced with the decision of whether to drill for oil on its own. Drilling costs are projected to be ₹ 4,00,000. The company feels that there are four possible outcomes from drilling :
  - (a) Dry hole (no oil or natural gas)
  - (b) Natural gas

Please Turn Over

- (c) Natural gas and some oil
- (d) Oil only.

If drilling yields a dry hole, the land will be basically worthless, because it is located in the bad lands. If natural gas is discovered, Alexa will recover only its drilling costs. If natural gas and some oil is discovered, revenue is projected to be ₹ 8,00,000. Finally, if only oil is discovered, revenue will be ₹ 16,00,000. Draw a decision tree and suggest the appropriate alternatives. 10

6. (a) Define Big Data. Briefly explain any two uses of Big Data in business activities.  
(b) Discuss the advantages and disadvantages of 'Installed Applications' and 'Web Applications'. (2+2)+6
7. (a) "Well-developed business process can generate a flawless link from initial customer interface through the supply chain."— In this regard, explain the concept of Business Process Automation. Briefly discuss any four advantages of Business Process Automation.  
(b) Mention, in brief, any two applications of operational CRM in 'Marketing Automation' and 'Sales Force Automation'. (2+4)+4
8. Write short notes on : 5+5
- (a) Push-Pull Supply Chain
  - (b) Bull whip effect.
-