

**2023**

**COMMERCE**

**Paper : CC-302**

**(Information System and Computer Applications)**

**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 Incremental Model of the System Development Life Cycle with an appropriate diagram.  
(b) Discuss the various information viewpoints with an appropriate diagrammatic representation. How are they interlinked? 7+3
2. (a) Write a short note on the Government-to-Citizen (G2C) e-commerce model.  
(b) Briefly discuss the best approach to implementing information security policy. 5+5
3. (a) Write a short note on the Data Dictionary.  
(b) Briefly explain the importance of E-commerce in the present market scenario. 4+6
4. (a) Briefly explain the different types of information systems available in an organisation.  
(b) What measures can be adopted to detect organisational computer fraud? 3+7

**Module - II**

Answer *any two* questions.

5. (a) The human resource department of XYZ Ltd., a mid-size firm is encountering a unique employees' conflict in recent days on account of the daily attendance system. The present system includes an attendance register and a register at the security gate. Employees are expected to put their signatures in attendance registers. The register at the gate is maintained by security staff, to mark when an employee has entered. There is always a dispute regarding the time when an employee has entered and what has been marked in the security register. The company policy specifies that an employee coming late by 30 minutes for two days in a month shall have a ½-day salary deduction. There are over-writing in attendance register, leading to heated arguments between human resource department staff and employees. As the time taken to arrive at the correct

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attendance is large, there is a delay in preparation of salary. The same has already lead to penal action against company by labour department of the state.

In this situation what steps the management should follow to implement Business Process Automation in the firm to resolve the conflict?

(b) Point out any two benefits of cloud computing. 8+2

6. (a) Briefly explain the different types of 'Master Data' with examples.

(b) Define 'servitization'.

(c) "Instead of dealing with a company representative, customers now-a-days utilize *customer-touching CRM applications or electronic CRM (e-CRM) applications* to interact with the company."—  
Mention any four types of e-CRM applications with examples. 4+2+4

7. A cyber Security Solutions Company is faced with the decision of whether to invest in the development of a new cybersecurity software product. The initial investment in research and development is estimated to be ₹ 5,00,000. There is a 50% chance that the product will be successful and a 50% chance that it will fail. If Successful, the company can choose between two Strategies based on marked trends :

**Strategy 1 (40% Probability) :** The software caters to the growing demand for data encryption, resulting in projected annual profits of ₹ 6,00,000 for three years.

**Strategy 2 (60% Probability) :** The software focuses on advanced threat detection, yielding projected annual profit of ₹ 4,00,000 for three years.

If the Product fails, there is a 0.7 probability that the research and development work can be sold for ₹ 1,00,000 and a 0.3 probability that it will be worth nothing at all.

Use a decision tree to determine what is best for the company to do. 10

8. What is Knowledge Management System (KMS)? Discuss the modes of 'Knowledge Conversion' in KMS. 2+8

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