

2024

COMMERCE

Paper : CC-302

(Information Systems 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 System Development Life Cycle.
(b) Write a short note on the Data Dictionary. 7+3
2. (a) Write a short note on the Government-to-Citizen (G2C) e-commerce model.
(b) When is the System Development Life Cycle Initiated? Elucidate. 5+5
3. (a) Discuss the major constraints in operating a Management Information System.
(b) What is meant by the term 'Sell-side E-Commerce'? 6+4
4. (a) Briefly explain the role played by the 'Decision Support System' in Business.
(b) Clearly state the basic points of difference between the Internet and Intranet. 5+5

Module - II

Answer *any two* questions.

5. (a) Define Big Data. Briefly explain any two uses of Big Data in business activities.
(b) Point out any two benefits of cloud computing.
(c) Distinguish between 'Master Data' and 'Non-master Data'. Classify the 'Master Data in Financial and Accounting Systems' with suitable examples. (2+2)+2+4
6. (a) Discuss the advantages and disadvantages of 'Installed Applications' and 'Web Applications'.
(b) Define 'Customer Relationship Management'. Mention the name of the various types of CRM. 6+4

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7. Explain the Bullwhip Effect in a supply chain. Using a suitable analogy describe how small changes in customer demand lead to large fluctuations upstream. 10
8. Write short notes on : 5×2
- (a) Push-Pull Supply Chain
 - (b) Knowledge Management System.
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