

**2025**

**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) What are the information systems available at different levels in an organisation? — Briefly discuss.  
(b) Write a short note on the Business Process Reengineering (BPR). 6+4
2. (a) How does an Expert System differ from a Decision Support System? Explain.  
(b) Briefly discuss the importance of E-commerce in the present market scenario. 5+5
3. (a) Briefly discuss the best approach to implement the information security policy.  
(b) In what ways does a Group Decision Support System (GDSS) support collective decision making? 6+4
4. (a) Briefly explain the Iterative Model of the System Development Life Cycle with an appropriate diagram.  
(b) What is meant by a Knowledge Expert System? 7+3

**Module - II**

Answer *any two* questions.

5. (a) Briefly explain the concept of 'Generative AI'.  
(b) Point out any two applications of artificial intelligence in the 'Manufacturing Industry' and 'Banking'.  
(c) Distinguish between 'Master Data' and 'Non-master Data'. Classify the 'Master Data in Financial and Accounting Systems' with suitable examples. 2+4+(1+3)
6. (a) "A software including Financial and Accounting Software can be used as Installed Applications and Web Applications."— Briefly discuss the relative advantages and disadvantages of both the applications.  
(b) Define 'Customer Relationship Management'. Mention the name of the various types of CRM.  
(c) Explain the concept of 'Servitization' with a suitable example. 5+3+2

**Please Turn Over**

**(3078)**

7. Buzzy-B Toys must decide the course of action to follow in promoting a new whistling yo-yo. Initially, management must decide whether to market the yo-yo or to conduct a test marketing program. After test marketing the yo-yo, management must decide whether to abandon it or nationally distribute.

A national success will increase profits by ₹ 500,000, and a failure will reduce profits by ₹ 100,000. Abandoning the product will not affect profits. The test marketing will cost Buzzy-B a further ₹ 10,000.

If no test marketing is conducted, the probability for a national success is judged to be 0.45. The assumed probability for a favourable test marketing result is 0.50. The conditional probability for national success given favourable test marketing is 0.80; for national success given unfavourable test results, it is 0.10. Use a decision tree to determine what action maximizes expected payoff. 10

8. (a) What is Knowledge Management System?

(b) Discuss the modes of 'Knowledge Conversion' in KMS.

2+8