



V.P. & R.P.T.P. SCIENCE COLLEGE
S.Y.B.Sc. (SEMESTER – III)
INTERNAL TEST: MAR-2018

US04ECSC03: Business in Information Technology

DATE: 16/03/2018

TIME: 03:00pm to 04:00pm

MARKS: 25

Q.1 Multiple Choice Question

[03]

1. Which one of the following is not the basic strategy in the business use of IT?
A. Innovate B. Creative C. Lower Cost D. Promote Growth

2. _____ is a collection of a operating instructions
A. Software B. Procedures C. Program D. Output

3. In _____ marketing customers are not just passive participants but are actively Engaged in interactive process.
A. Targeted B. Interactive
C. Sales Force Automation D. None of these

Q.2 Answer the following in short (Any two)

[04]

1. What is system?
2. Draw the diagram of Components of an Information System.
3. What do you mean by Targeted Marketing?

Q.3 Explain data pyramid for computer based systems.

[06]

OR

Q.3 Discuss IS framework for business professional.

[06]

Q.4 Write a brief note on information system resources.

[06]

OR

Q.4 Explain managerial challenges of IT.

[06]

Q.5 Explain Human Resources Management System in detail.

[06]

OR

Q.5 Explain Financial Management System in detail.

[06]