

Time: 3 Hours

Marks: 80

- N:B** (1) Question 1 is Compulsory.  
(2) Attempt any three from the remaining questions.  
(3) Figures to the right indicate full marks.

- Q.1** Attempt any four **5\*4=20M**
- A** What is information system? Explain the necessary element with neat diagram
  - B** Define Big Data and discuss its basic characteristics?
  - C** Explain the Ethical issues and threats of information security?
  - D** Describe how social computing inspires customer service
  - E** Differentiate between computer network wired and wireless technology
- Q.2 A** List the types of Information system? Explain in brief **10M**
- B** Discuss competitive advantage achieved in Information System **10M**
- Q.3 A** Explain the architecture of Data mart and Data warehouse in an organization **10M**
- B** Discuss the Impact of BI on Decision Making. **10M**
- Q.4 A** What are the potential benefit of social commerce to the customers and to the business? **10M**
- B** What are major security threats to the information system? Discuss the measures taken to control information security. **10M**
- Q.5 A** Discuss the significance of social computing in marketing in detail **10 M**
- B** What are the functional areas of Information system. Explain in detail **10 M**
- Q.6 A** Define CRM. Describe the different types of CRM **10M**
- B** Design MIS for the Educational System **10M**

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