

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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