

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**
