Q1 Explain any five of the following:-(4x5=20)
(a) What is an Information System? What are its components? How is it useful for an organization? Explain.
(b) Explain the term ‘Competitive Advantage’. How does it differ from Strategic Advantage? Explain using an example.
(c) Distinguish between Data, information and knowledge giving example of each.
(d) Explain the term ‘Cloud Computing’. How is it different from Traditional computing?
(e) What is End User Computing? What are its benefits and risks for any organization?
(f) What is Prototyping? How is this different from traditional system development approach?

Q2 Answer briefly the following:- (a) Why are information systems essential for running and managing a business organization? Explain using examples from business scenario. (6)
(b) Information systems are only computerized systems. Comment on the statement. (4)

Q3 (a) What are business processes? List some business processes in the areas of Marketing and Sales, Finance and Accounting, Human Resource. (5)
(c) Explain the term decision-making giving an example. Explain the various phases in decision-making according to Simon’s model. (5)

Q4 (a) How does Porter’s Competitive forces model help organizations develop competitive strategies using Information Systems? Explain. (5)
(b) What is structured systems analysis? Discuss any one system development technique you are familiar with. (5)

Q5 (a) Describe the relationship between TPS, MIS, DSS and ESS. (7)
(b) Contrast between Information Architecture and Information Infrastructure. (3)

Q6 (a) What is ERP? What are the major drivers of ERP? Explain the relationship between ERP, CRM, SCM and BPR. (6)
(b) Explain how Intranets and Extranets help firms integrate information and business processes? (4)

Q7 (a) Discuss the role and activities of Supply Chain Management in business operations. (5)
(b) What is End user computing? How is it useful to an organization? (5)

Q8 Explain any two of the following:-(5x2=10)
(a) Data Warehousing and Data Mining
(b) CRM Systems
(c) Outsourcing of Information Systems
(d) Adoption of IT flattens organizations’
(e) Strategic Information Systems