Post-Graduate Diploma in Digital Marketing (Sem.–1)

IT FOR BUSINESS & MIS

Subject Code : PGDDM103-20

M.Code : 79134

Date of Examination : 19-01-23

Time : 3 Hrs.   Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. **SECTION-A contains TEN questions carrying TWO marks each and students has to attempt ALL questions.**

2. **SECTIONS-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying TEN marks each and student has to attempt any ONE question from each Subsection.**

SECTION-A

l.   **Write short notes on :**

   a.   Distinguish between data and information.

   b.   What is Expert System?

   c.   What is Decision Support System?

   d.   Distinguish between structured and unstructured decisions.

   e.   What do you mean by Data Mining?

   f.   What is design documentation?

   g.   Define Data Warehouse.

   h.   Explain the term ERP.

   i.   What is DFD?

   j.   Artificial intelligence.

SECTION-B

UNIT-I

2. What are the different types of information required by the different levels of management? Explain with examples.

3. Discuss, how information technology is used in organizations for meeting the strategic and operational goals.

UNIT-II

4. Differentiate in detail between MIS and DSS.

5. Write a detailed note on recent trends in information technology.

UNIT-III

6. What is MIS? Why the business firms need MIS? Discuss major types of MIS.

7. What is the different structured analysis tools used in system analysis? Explain their uses and their limitations.

UNIT-IV

8. What do you understand by strategic management information system? What are the governance modes in use of IT?

9. Discuss the security & ethical issues in management information systems.

NOTE : Disclosure of Identity by writing Mobile No. or Marking of passing request on any paper of Answer Sheet will lead to UMC against the Student.