Semester End Examination March 2025
S.Y.B. M.S
Semester – IV
Subject: IT in Business Management - II

Date: 8/3/25   Duration: **2.5** hours   Marks: **75 marks**

Instructions for the candidate:
1. This question paper contains 3 pages
2. In all, 5 main questions shall be attempted.
3. Answers to each new question should begin on a fresh page.
4. Figures on the right-hand side indicate full marks.
5. Use of simple calculator is allowed.

Q 1.A.   Multiple Choice Questions (any 8 out of 10)   8 marks

1.   Data is processed into information with the help of a _____.

a) System b) Management c) Information d) Marketing

2.   ERP application are most commonly deployed in a
_____.

a) Distributed Environment   b) Private Environment

c) Closed Environment   d) Derived Environment

3.   Business Intelligence is included in _____.

a) MRP b) ERP c) Extended ERP d) MRP

4.   _____ are the heterogeneous data source are merged into a
single database.

a) Pattern Evaluation b) Data Integration

c) Data Selection d) Data Cleaning

5.   _____ processes information to support the decision making
process of a manager.

a) TPS b) DBS c) DSS d) MSS

6.   In _____, the data in different tables is mapped with relations.

a) Flat file DBMS b) Relational DBMS

c) Network DBMS d) Hierarchical DBMS

7. Back office processing and customer interaction services are examples of _____.

   a) ERP b) E-SCM c) BPO d) MRP

8. _____ BPO handles one aspect of a process only.

   a) Transactional BPO b) Comprehensive BPO

   c) Niche BPO d) ITO

9. A _____ is an association between entities.

   a) Joins b) Relationship c) Instance d) MySql

10. A _____ is a super key that contains no extra attribute.

    a) Primary Key b) Alternate Key

    c) Candidate Key d) Composite Key

Q 1.B.   State whether True or False (any 7 out of 10)   7 marks

1. MIS means a system for processing data in order to give proper information to the management for performing its functions.

2. GAP analysis is not an important steps in the life cycle of ERP implementation step.

3. Hardware failure is the inability of a system to meet stakeholders requirement.

4. TPS processes information to support the decision making process of a manager.

5. ERP originally referred to how a large organization planned to use organizational wide resources.

6. A Database is a collection of unorganized data.

7. A relation can have only one primary key.

8. XRP stands for Xerox resource planning.

9. Cloud based E-CRM includes data cleansing function.

10. KPO industry is having a bright future in India.

Q 2.A.	What is MIS? Explain the reasons for failure of MIS?	8 marks
Q 2.B.	What is DSS? Explain the classification of DSS?	7 marks

<div align="center">OR</div>

Q 2.C.	What is MIS? Explain any four functional subsystem of MIS?	8 marks
Q 2.D.	What is DSS? Explain why evaluation of DSS is necessary in regular intervals?	7 marks

Q 3.A.	What is ERP? Explain Ideal ERP system modules?	8 marks
Q 3.B.	What is E-CRM? Explain the benefits of E-CRM?	7 marks

<div align="center">OR</div>

Q 3.C.	Explain ERP? characteristics of ERP?	8 marks
Q 3.BD.	Explain E-SCM? Advantages of E-SCM?	7 marks

Q 4.A.	What is database? Explain the need for DBMS?	8 marks
Q 4.B.	Explain data mining? Explain application of data mining?	7 marks

<div align="center">OR</div>

Q 4.C.	What is Database warehouse? Explain Functions of data warehouse?	8 marks
Q 4.D.	Explain data mining? Explain scope of data mining?	7 marks

Q 5.A.	What is BPO? Explain the scope of BPO?	8 marks
Q 5.B.	What is KPO? What are the challenges face by KPO industry?	7 marks

<div align="center">OR</div>

Q 5.C.	**Short Notes (any 3 out of 5)**	15 marks

1. Objective of MIS
2. ERP-SAP software and their various features
3. Explain E-CRM Life Cycle.
4. Data Independence
5. BPO Business Models

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Semester End Examination March 2025
S.Y.B. M.S Semester - IV
Subject: Production And Total Quality Management

Date: 08-03-2025   **Duration: 2.5 hours**   **Marks: 75 marks**

Instructions for the candidate:

1. This question paper contains 3 pages
2. In all, 5 main questions shall be attempted.
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Q 1.A.	Multiple Choice Questions (any 8 out of 10)	8 marks
1.	_____ is ratio of output to input in organization. a) Safety cost b) inventory ratio c) performance index d) productivity	
2.	By Japanese "KAI" means to _____. a) Improve b) Safety c) Change d) Continue	
3.	Where there is gap between service delivery and communication to customers it is Gap _____. a) 1 b) 2 c) 3 d) 4	
4.	_____ characteristics deals with dependence on the product. a) flexibility b) durability c) reliability d) aesthetics	
5.	_____ costs are caused by deficiencies caused by external factors. a) Cost of poor-quality b) prevention cost c) external failure d) cost of good quality.	
6.	Among following which is cost of ordering. a) Inspection cost b) Spoilage cost c) Material handling d) Floor space charges.	
7.	The flow of product in _____ layout is in one sequence. a) Product b) Process c) Functional d) mass	

8.	_____ is the art and science of moving, packaging and storing of material in any form. a) Production management b) Material management c) material handling d) material procuring.	
9.	_____ time is the interval between placement of order and delivery of material. a) Start b) Processing c) Lead d) Order	
10.	In HML Analysis L means _____ a) Low b) Little c) Last d) lead	

Q 1. B.	True or False (any 7 out of 10)	7 marks
1.	Convenience products are type of consumer product.	
2.	Economic viability is not important in product design.	
3.	Construction of metro rail is an example of Project production	
4.	in PDCA D cycle means direct	
5.	Hand trolleys are an example of vertical movement machinery.	
6.	Lead time is the time that elapses between the placing of an order and receiving the goods ordered.	
7.	Cause and effect diagram was given by Masaki Imai	
8.	ISO 14000 talks about quality management	
9.	QS 9000 was first issued in August 1994	
10.	ABC analysis is based on criticality of inventory.	

Q 2. A. Explain the meaning and functions of production management.   8 marks

Q 2. B. Explain the factors affecting product design.   7 marks

OR

Q 2. C. Explain the stages in new product development.   8 marks

Q 2. D. Explain the functions of purchase department.   7 marks

Q 3. A. ABC ltd purchases computer chips at the rate of Rs. 100 each. The annual consumption of chips is 50000/- units. If the ordering cost is Rs. 250 per order & carrying cost is 25% p.a., what would be EOQ?   8 marks

If the supplier offers a discount of 10% for ordering 500 units per order, do you accept offer

Q 3. B. Following information have been furnished by PQR Company.   **7 marks**
Requirement for the year are 5,00,000 units.
The purchase price per unit is Rs. 30.
Carrying cost is 25% of the purchase price of the goods.
Cost per order is Rs. 20.
Safety stock is 7000/- unit.
Four days are required for delivery.
Calculate
i) EOQ
ii) How many orders should the company place each year.
iii) Reorder level

<div align="center">OR</div>

Q 3.C. Explain any 3 methods of inventory classification.   **8 marks**

Q 3.D. Explain the importance of material management.   **7 marks**

Q 4. A. Explain the cause effect diagram.   **8 marks**

Q 4. B. Elaborate on goals of six sigma.   **7 marks**

<div align="center">OR</div>

Q 4. C. Explain the steps in implementation of Quality Assurance.   **8 marks**

Q 4. D. Explain the factors affecting quality.   **7 marks**

Q 5. A. Explain the registration process of ISO.   **8 marks**

Q 5. B. What are the 3 M's of lean thinking?   **7 marks**

<div align="center">OR</div>

Q 5. C.   **Short Notes (any 3 out of 5)**   **15 marks**
1. DMADV
2. Deming application prize
3. Cost of poor quality
4. Juran Trilogy
5. GOLF Analysis

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Q 1.A.   Choose the correct alternative   8 marks

1. Which of the following is the first step in the research process?
    a) Data Collection
    b) Hypothesis Formulation
    c) Problem Identification
    d) Data Analysis
2. What is the main purpose of exploratory research?
    a) To test hypotheses
    b) To develop theories
    c) To explore and clarify concepts
    d) To predict outcomes
3. Which sampling method gives each member of the population an equal chance of selection?
    a) Convenience Sampling
    b) Purposive Sampling
    c) Simple Random Sampling
    d) Quota Sampling
4. What does a hypothesis represent in research?
    a) A research method
    b) A tentative statement to be tested
    c) An interview technique
    d) A research problem
5. Which of the following is a primary data collection method?
    a) Census Reports
    b) Government Publications
    c) Surveys
    d) Industry Reports
6. The process of arranging data into rows and columns is called:

a) Tabulation

b) Classification

c) Analysis

d) Coding

7. Which research method focuses on historical data and past events?

a) Causal Research

b) Descriptive Research

c) Historical Research

d) Experimental Research

8. The list of books, articles, and other sources used in research is found in:

a) Abstract

b) Glossary

c) Bibliography/References

d) Table of Contents

9. Which of the following is a feature of qualitative research?

a) Large sample size

b) Statistical analysis

c) Subjective interpretation

d) Standardized questionnaires

10. Which is an example of secondary data?

a) Direct observation

b) Census data

c) Surveys

d) Interviews

Q 1.B.   Match the Column (any 7 out of 10)   7 marks

Column A	Column B
1. Research	a) Assigning numerical values to variables
2. Simple Random Sampling	b) Previous data or reports
3. Questionnaire	c) Equal chance of selection
4. Secondary Data	d) Systematic enquiry
5. Mechanical observation	e) One to one interview
6. Hypothesis	f) Statement to be tested
7. Descriptive Research	g) Describes characteristics of a population
8. Survey	h) Primary data collection
9. Measurement	i) Tool for data collection
10. Personal Interview	j) Using electronic device for data collection

Q 2.A.   Explain the importance of research in practical life.
Q 2.B.   Explain the various types of research with suitable examples.

8 marks

7 marks

OR

Q 2.C.   What is hypothesis? Explain its types.
Q 2.D.   Explain the difference between probability and non-probability sampling method

8 marks

7 marks

Q 3.A.   Explain the different steps involved in formulating a research problem.
Q 3.B.   Discuss the essentials of a good research design.

8 marks

7 marks

OR

Q 3.C.   Discuss the advantages and limitations of the survey method of data collection.
Q 3.D.   Explain the various methods of collecting primary data.

8 marks

7 marks

Q 4.A.   Explain the different methods of graphical representation of data
Q 4.B.   Explain the characteristics of good interpretation.

8 marks

7 marks

OR

Q 4.C.   Explain the need for data editing,
Q 4.D.   What are the characteristics of a good questionnaire.

8 marks

7 marks

Q 5.A.   Explain the structure and format of a research report.
Q 5.B.   Explain the importance of research report.

8 marks

7 marks

OR

Q 5.C.   **Short Notes (any 3 out of 5)**

15 marks

1.   Sources of secondary data
2.   Types of research reports
3.   Need for hypothesis in research
4.   Advantages and limitations of primary data
5.   Interview technique of data collection

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Q 1.A. Fill in the blanks / True or False / Match the Column / Multiple Choice Questions (any 8 out of 10)   8 M

1. NABARD supports agricultural and rural development.
2. SIDBI focuses on large-scale industries.
3. The Indian money market is unorganized.
4. Stock indices reflect the performance of the stock market.
5. The BSE is a commodity exchange.
6. Derivative markets do not exist in India.
7. Insurance and mutual funds are part of the Indian financial system.
8. Conflict resolution is an essential part of financial system design.
9. Market-oriented financial systems have no drawbacks
10. Financial systems in developed countries are identical.

Q 1.B. Match the Column (any 7 out of 10)   7 M

Column A	Column B
1) Financial neutrality	a) Lack of government intervention
2) Financial activism	b) Government actively managing
3) Financial volatility	c) Instability in financial markets
4) Indian financial system	d) Stability and development
5) State domination (1947-1990)	e) Government control
6) Financial sector reforms (1991 onwards)	f) Liberalization and regulation
7) Financial Institutions	g) Banking and non-banking entities
8) Microfinance	h) Financial services for low-income groups
9) Ministry of Finance	i) Financial regulator
10) RBI	j) Central banking authority

Q 2.A. State some roles of commercial banks.   8 M
Q 2.B. Explain the role of RBI in Monitoring Frame work in Indian economy.   7 M

Q 2.A.   state various micro finance models in India   **8 M**

Q 2.B.   Discuss role of SEBI in investor protection.   **7 M**

Q 3.A.   State the meaning and function of stock exchange   **8 M**

Q 3.B.   Explain the functions of NABARD   **7 M**

Q 3.A.   Explain in detail different types of intermediaries and their role.   **8 M**

Q 3.B.   Explain the significance of Money Market.   **7 M**

Q 4.A.   State the features of Mutual funds   **8 M**

Q 4.B.   What are futures? State its advantages and limitations.   **7 M**

Q 4.A.   What are the various types of Mutual Funds?   **8 M**

Q 4.B.   What is Marine Insurance? State its types.   **7 M**

Q 5.A.   What are the advantages of IPO?   **8 M**

Q 5.B.   Explain the agency conflict and stock holders conflict.   **7 M**

Q 5.C.   **Short Notes (any 3 out of 5)**   **15 M**
1. UTI
2. Marine Insurance
3. Types of commodities traded
4. EXIM Bank
5. Japanese Financial System

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