D 13321　　　　　　　(Pages : 2)　　　　　　Name................................

Reg. **No**...........................

FIRST SEMESTER M.Com. DEGREE EXAMINATION, DECEMBER 2016

(CUCSS)

MC 1C 04—I.T. APPLICATION IN COMMERCE

(2015 Admissions)

Time : Three Hours　　　　　　　　　　　　　　　　　　　Maximum : 36 Weightage

Part A

Answer **all** *questions.*
Each question carries 1 weightage.

1. What is information overload ?

2. What is Prototyping ?

3. What is transaction processing systems ?

4. How do you ensure spreadsheet security ?

5. What are the components of DBMS ?

6. Enumerate ERP packages.

(6 x 1 = 6 weightage)

Part B

Answer any **six** *questions.*
Each question carries 3 *weightage.*

7. Explain the components of SDLC.

8. What are the characteristics of MIS ?

9. Write a note on Artificial intelligence.

10. Discuss the components of marketing information systems.

11. Explain how data can be linked between work sheets.

12. What is data mining ? Explain.

13. Explain the business application of database software ?

14. Elucidate the features of ERP.

(6 x 3 = 18 weightage)

Turn over

Part C

Answer any two questions.
Each question carries 6 weightage.

15. The owner of a fast-growing retail store chain has come to you, an IT Consultant for help. Wear-Rite Clothes started over 50 years ago as a men's clothing store in downtown. Chicago by Harrison Wear, the current owner's grandfather. Over time, the store has grown from one location, to multi-national locations, and selling women's and children's clothes as well. They just introduced a line of upper-end furnishings, and found that their homegrown computer system can't take any more expansion. You have been asked to evaluate their existing computer system, and make recommendations on how the company should proceed. You found that there is much duplication of business information (customer information, supplier information, sales and marketing information) in the several areas of the business (Marketing, Accounting, Sales, Inventory Management and Customer Service). Actually, each department started with the same file and wrote individual programs to address their specific requirements. Each area his also added little modifications to their stand-alone data file based on their use of the information. As the IT consultant, you recommend Wear-Rite should consider using a database management system, and consolidate the information into a centralized database and incorporate all of the requirements from each of the departments. You inform Mr. Todd Wear, the CEO, of his options.

    (a) Define e database management system, and discuss the advantages and disadvantages to Wear-Rite in consolidating the different files into a database —vs—keeping the data the way they currently store and use it.

    (b) Identify at least three challenges that Wear-Rite management faces in this respect.

16. Explain project appraisal using spread sheet.

17. Describe how **ERP** can be implemented in organisations and the challenges to the same.

(2 x 6 = 12 weightage)