

MAY 2012

**P/ID 37515/PBAR**

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Time : Three hours

Maximum : 80 marks

PART A — (5 × 5 = 25 marks)

Answer any FIVE questions.

All questions carry equal marks.

1. Write a short note on sources of information.
2. Describe input in a system.
3. Describe the role of system analyst.
4. Enumerate the interrelationship of different systems.
5. Write a short note on Operating system.
6. Describe different database format.
7. Define CRM.
8. Describe computer leases from third party.

PART B — (4 × 10 = 40 marks)

Answer any FOUR questions.

All questions carry equal marks.

9. Explain the types of management decision.
10. Enumerate the role of MIS in effective management.
11. Explain the pitfalls that normally happens in the implementation of MIS.
12. Explain the software and hardware components of a computer.
13. Explain the scope and importance of ERP.
14. Write an essay on facilities management companies.

PART C — (15 marks)

(Compulsory)

15. A company having a good reputation for the quality of the product recently suffered a reduction of the growth rate. On making a survey, it is identified that the customers are not satisfied with the services and the approaches of the personnel

while making the purchase in the shop. However the customers prefer to buy in the shop only for the quality of the product that they had experienced. The new customers who had not well experienced with the quality of the product preferred to move out of the company and the word of mouth communication restricted new comers from visiting the shop.

Analyze the system and suggest a foolproof mechanism for correcting the problem so that the reputation may be retained.