FIFTH SEMESTER B.Com. PROFESSIONAL DEGREE EXAMINATION, NOV. 2025
(CUCBCSS-UG)
(Regular/Supplementary/Improvement)
CC17UBCP5B24 – INFORMATION TECHNOLOGY FOR BUSINESS
(Core Course)
(2017 Admission onwards)

Time: Three Hours   Maximum: 80 Marks

Part A
Answer *all* questions. Each question carries 1 mark.

Choose the correct answer:

1. An _____ is a specialized type of management support system designed to help senior executives and top-level managers monitor the organization's performance, make strategic decisions, and access critical internal and external information quickly and easily.

   a) MIS   b) EIS   c) TPS   d) Expert system

2. Which of the following best describes a Management Information System (MIS)?

   a) A social media platform used for internal communication

   b) A manual record-keeping system used for managing employees

   c) A system that provides information to support managerial decision making

   d) A marketing tool to track customer purchases

3. Which of the following is a feature unique to **Relational Database Management Systems (RDBMS)**?

   a) Data stored in a tree format   b) Data organized in tables with relationships

   c) Data stored as voice files   d) No structure to the data

4. In _____ database structure data is stored in tables (relations) with rows and columns

   a) Network structure   b) Hierarchical structure

   c) Relational database structure   d) Object oriented structure

5. _____ is a tool that helps businesses manage interactions with current and potential customers, track sales, and streamline communication and customer service processes.

   a) CRM   b) TQM   c) SCM   c) KM

Fill in the blanks:

6. A _____ is a device used to connect multiple networks and direct data packets based on their IP addresses.

7. The _____ tool in spreadsheet software is used to determine the necessary input value required to achieve a desired output.

8. In Excel, a _____ is a predefined formula that performs calculations using specific values called arguments.

9. _____ is the process of discovering patterns, trends, correlations, or useful information from large sets of data using statistical, mathematical, and computational techniques.

10. _____ is a system that aggregates, stores, and manages large volumes of data from diverse sources to support business intelligence (BI) and analytics which acts as a central repository for historical and current data, enabling organizations

(10 × 1 = 10 Marks)

Part B
Answer any *eight* questions. Each question carries 2 marks.

11. What is information overload? Provide an example relevant to business

12. What is the primary difference between a Client-Server network and a Peer-to-Peer network?

13. What is a virtual office, and how does it support modern businesses?

14. Mention any two features of spreadsheet software useful for business decisions.

15. What is the role of a Database Administrator (DBA)?

16. What is an expert system?

17. Explain the concept of TPS with an example.

18. What are the essentialities of a good MIS?

19. What is Artificial Intelligence?

20. Differentiate between LAN and WAN.

(8 × 2 = 16 Marks)

Part C
Answer any *six* questions. Each question carries 4 marks.

21. Explain any two types of network topologies with suitable diagrams or examples.

22. Explain any three modern communication technologies used in office automation. Also, discuss how each one contributes to improved office productivity.

23. Explain Scenario Management in spreadsheets with an example.

24. Explain the concept of Data Mining.

25. Explain how a Decision Support System (DSS) supports semi-structured decision-making. Illustrate with a real-life business scenario.

26. Explain any two types of functions in excel with example.

27. Discuss the features of an RDBMS.

28. Explain the basic structure of MIS.

(6 × 4 = 24 Marks)

Part D
Answer any *two* questions. Each question carries 15 marks.

29. Discuss the role of IT in modern management with reference to the following concepts: SCM, TQM, CRM, and KM. How do these systems contribute to improved organizational performance?

30. Discuss the various types of computer networks (LAN, WAN, MAN, PAN) and network computing technologies used for telecommunications.

31. Explain different types of information systems supporting different levels of management functions.

(2 × 15 = 30 Marks)

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