

Name:
Enrolment No:



UNIVERSITY OF PETROLEUM & ENERGY STUDIES
Online End Semester Examination (Online) – Jan, 2021

Program: MBA Aviation Management
Subject/Course: IT Applications in Aviation Sector
Course Code: DSIT 7007

Semester: 1
Max. Marks: 100
Duration: 3 Hours

Section A

1. Each Question carries 5 marks
2. Instruction: Complete the statement / Select the correct answer(s)

| Q.No | Questions | Marks | Cos |
|------|--|-------|-----|
| 1 | The _____ refers to the physical network that links computers across the globe. | 5 | 1 |
| 2 | A specialized software application mounted on a server, at the point where the company is connected to the internet to prevent unauthorized access into the company from outsiders is called _____. | 5 | 1 |
| 3 | _____ electronic commerce involves consumers selling directly to consumers. | 5 | 3 |
| 4 | _____ include researchers, designers, architects, scientists, and engineers who primarily create knowledge and information for the organization. | 5 | 2 |
| 5 | _____ systems help decision makers visualize problems requiring knowledge about the geographic distribution of people or other resources. This software ties location data to points, lines, and areas on a map. | 5 | 3 |
| 6 | _____ is junk e-mail sent by an organization or individual to a mass audience of Internet users who have expressed no interest in the product or service being marketed. | 5 | 2 |

Section B

1. Each Question carries 10 marks
2. Instruction: Write short / brief notes

| Q.No | Questions | Marks | Cos |
|------|---|-------|-----|
| 7 | Briefly discuss the various Online Marketing and Advertising Formats. | 10 | 3 |
| 8 | Briefly write down the unique features of E-Commerce Technology. | 10 | 1 |
| 9 | There are many ways to classify electronic commerce transactions. Classify by looking at the nature of the participants in the electronic commerce transaction. | 10 | 2 |
| 10 | How can Information Systems remedy BullWhip effect? | 10 | 3 |
| 11 | How does internet change Consumer and Supplier relationships? | 10 | 3 |

Section C

1. Each Question carries 20 marks
2. **Instruction: Write long answer.**

| Q.No | Questions | Marks | COs |
|------|---|-------|-----|
| 12 | How do Enterprise Softwares provide value to Businesses? Describe in brief the various Business Processes supported by Enterprise Software. OR Discuss the various Information Systems that support Managerial roles (Mintzberg). | 20 | 3 |