INDIAN INSTITUTE OF MATERIALS MANAGEMENT
Post Graduate Diploma in Materials Management
Graduate Diploma in Materials Management
PAPER No. 4 (New)
IT and E-COMMERCE

Date: 16.06.2015	**Max Marks: 100**
Time : 2.00 p.m. to 5.00 p.m.	**Duration: 3 Hrs**

Instructions:

1. From Part "A" answer all the questions (compulsory). Each sub-question carries 1 mark.   **Total marks = 32**

2. From Part "B" answer any three questions out of five questions. Each question carries 16 marks.   **Total marks = 48**

3. Part "C" is a case study (compulsory)   **Total marks = 20**

PART - A

(compulsory). Each sub-question carries 1 mark.   32 marks

Q.1 Fill in the blanks: (8 marks)

1. The term …................. refers to the physical parts of the computer.

2. The complex procedure that transforms data into information is called ………………..

3. ……………… is a software program that enables the computer hardware to communicate and operate.

4. …………….. is one of the most visible services of an operating system.

5. ………….. Operating systems has limited structuring.

6. .... component includes various programs..

7. ..………… processes the data generated from day-to-day business transactions.

8. The methodology of developing system is popularly called ………………

Q.2 . Match the following: (8 marks)

	A	B
1.	Punch card machine	a. Vacuum Tube
2.	First Generation	b. Transistor
3.	1 MB	c. IC
4.	Second Generation	d. Dr Hermann Hollerith
5.	Third Generation	e. LSI
6.	Fourth Generation	f. AI
7.	Fifth Generation	g. ICT
8.	E-Government	h. 1000 KB

Q. 3. Say true or false: **(8 marks)**

1. MIS is computer system that store knowledge and experience of the experts.
2. EDI is a standard format for exchanging business data.
3. ROM chips are for primary storage.
4. Joystick is an input device.
5. B2C refers to e-commerce activities between the two via the internet.
6. E- Advertising are web pages offering information about the products.
7. A inkjet printers are nonimpact printers.
8. ISPs make the internet accessible.

Q. 4. Write the full forms of the following: **(8 marks)**

1. VAN
2. ICT
3. PROM
4. ERP
5. SAP
6. SCM
7. SQL
8. EFT

Part – B   **(48 marks)**

(Answer any three questions out of five questions. Each question carries 16 marks).

Q. 5 Explain the purpose of DBMS. Describe the various applications where it is used.

Q. **6** What is a system? What are the major characteristics and components of a system?

Q. **7** Discuss the applications of IT in various sectors.

Q. **8** What is an operating system? Elaborate primary functions of an operating system

Q. 9 Write short notes on any 4 of the following:

   a. e-commerce advantages

   b. Data Vs information

   c. EDI

   d. Web-search engine

   e. Topology

   f. Intranet.

Q.10   **Case study:**   **(20 marks)**

Melwyn Industries is one of the world's largest manufacturer and exporter of wrist watches and India's leading producer of watches sold under brand name Melwyn at exclusive Melwyn retail stores. It is a subsidiary of SANA a giant conglomerate dealing in automotive, steel and hospitality industry. Melwyn Industries was started 10 years ago and its watches gained distinct brand identities with a set of products aiming at different market segments.

Questions:

In this case how target customers are identified?

How IT strategies would be helpful to choose brand ambassador?

Determine the features that need to be incorporated to conduct retail business effectively.

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