



**THE AMERICAN COLLEGE, MADURAI**  
(An Autonomous Institution Affiliated to Madurai Kamaraj University)  
Re-accredited (2<sup>nd</sup> Cycle) by NAAC with Grade “A”, CGPA – 3.46 on a 4-point scale  
**Backlog Arrear Examination, March 2021**

**COURSE CODE: CIT 1505**

**MARKS: 75**

**COURSE TITLE: Business Information Systems**

**TIME: 3 HRS**

**PART - A**

**Answer any 5 questions**

**5 x 15 = 75**

1. Discuss in detail about Management and Decision levels
2. Explain briefly about Decision Support System and Expert System.
3. Describe about Object Oriented Design (OOD).
4. What is Customer Relationship Management (CRM)? Explain briefly about the Components of CRM.
5. Discuss in detail about activities involved in System Development Life Cycle.
6. Describe the applications, advantages and disadvantages of Mobile Commerce
7. What is ERP? Explain how does an ERP System Work?