



<b>Name:</b>	
<b>Enrolment No:</b>	

**UNIVERSITY OF PETROLEUM AND ENERGY STUDIES**  
**End Semester Examination, December 2022**

<b>Course:</b>	<b>Logistics Information System</b>	<b>Time</b>	<b>: 03 hrs.</b>
<b>Semester:</b>	<b>3rd</b>	<b>Max. Marks:</b>	<b>100</b>
<b>Program:</b>	<b>BBA-LM</b>		
<b>Course Code:</b>	<b>DSIT2001</b>		

**Instructions:**

**SECTION A**  
**10Qx2M=20Marks**

S. No.		Marks	CO
Q1	CRM stands for .....	2	CO1
Q2	ERP stands for .....	2	CO1
Q3	The three basic activities to produce information in an information system are input,....., and output.	2	CO1
Q4	The key elements of an organization are its ....., politics, culture, and functional specialties.	2	CO1
Q5	SOP is defined as.....	2	CO1
Q6	Firms that invent disruptive technologies are called as .....	2	CO1
Q7	Intellectual property is considered to be .....(tangible/ intangible) property	2	CO1
Q8	Push-based model is build-to .....	2	CO1
Q9	Dimensions of Information Systems are .....	2	CO1
Q10	Disruptive technologies simply extend the market, usually with less functionality and much more cost, than existing products. (True/Flase)	2	CO1

**SECTION B**  
**4Qx5M= 20 Marks**

Q1	Define Nonobvious relationship awareness?	5	CO2
Q2	What do you mean by routines in business processes?	5	CO2
Q3	Discuss features of collaborations.	5	CO2
Q4	Compare operational and analytical CRM?	5	CO2

**SECTION-C**  
**3Qx10M=30 Marks**

Q 1	Write down the steps involved in ethical analysis.	10	CO3
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Q2	Discuss Ecommerce business models	<b>10</b>	<b>CO3</b>
Q3	Discuss eight unique features of e-commerce technology.	<b>10</b>	<b>CO3</b>
OR	List down the business benefits of collaborations in social business?	<b>10</b>	<b>CO3</b>
<b>SECTION-D</b>			
<b>2Qx15M= 30 Marks</b>			
Q1	Describe porter's competitive force model?	<b>15</b>	<b>CO4</b>
Q2	Discuss intellectual property right and its types. Discuss three types of property rights	<b>15</b>	<b>CO4</b>
OR	What do you mean by knowledge and knowledge management system? Discuss key aspects of KM and various forces behind KM?	<b>15</b>	<b>CO4</b>