Prahladrai Dalmia Lions College of Commerce & Economics

(Government Aided & Affiliated to University of Mumbai & AICTE, New Delhi)

NAAC Re-accredited with 'A' Grade (III Cycle) ISO 21001:2018 Certified

University of Mumbai Recognized Research Centre in Accountancy, Commerce & Business Economics

A Government Approved Hindi Linguistic Minority Institute

52 Years of Sterling Performance in Education

BACHELOR OF MANAGEMENT STUDIES
ATKT Internal Examination Semester IV MARCH, 2025

INSTRUCTIONS FOR THE STUDENTS HAVING ATKT IN INTERNALS:

1. Submission of the Projects, Date & Time of Viva Voce- **26th March, 2025 at 11:00 am in T12 classroom.**
2. Students have to be present in person for the submission.
3. Internal project topics are also uploaded on the college website.
4. Submission of projects or assignments to be done on proper A4 size paper, handwritten by the candidate himself only. The Front page should contain details of Roll no, Name of the student, Semester, Subject.
5. Print out of the questions uploaded should be attached along with the project.
6. Student should also enclose a photocopy of the ATKT fee paid receipt along with each of his projects.
7. On the date of submission there will be a viva voce on the given questions/topics.
8. If the student fails to present himself on the given date and time he will be marked **ABSENT** for the said subject.
9. Any Submissions after the above mentioned date and time will not be accepted and entertained under any circumstances.
10. In case of any discrepancy do email to bmsdept@dalmialionscollege.ac.in marking CC to sailee.s@dalmialionscollege.ac.in on or before **22nd March, 2025.**

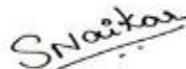|			
Ms. Sailee S	**CA. Durgesh Kenkre**	**Ms.Subhashini Naikar**	**Prof.(Dr.) Digambar. N.Ganjewar**
BMS Co-ordinator	**Exam Convenor**	**Vice-Principal (SFC)**	**Principal**

DATE: 20/03/2025

INFORMATION TECHNOLOGY IN BUSINESS MANAGEMENT-II

1. Discuss the ERP life cycle. What are the challenges in ERP implementation?
2. Define e-CRM (Electronic Customer Relationship Management). Explain CRM solutions, benefits, technology impact, customer lifecycle, and privacy issues.
3. What is E-Supply Chain Management (E-SCM)? Explain its components, benefits, and major trends.
4. Define Database Management System (DBMS). Explain its need, structure, and key components such as tables, records, attributes, and schema architecture.
5. What is Data Warehousing and Data Mining? Explain their importance, characteristics, architecture, business applications, and standard reporting methods.

Ms. Sailee S   **CA. Durgesh Kenkre**   **Ms.Subhashini Naikar**   **Prof.(Dr.) Digambar. N.Ganjewar**
BMS Co-ordinator   Exam Convenor   Vice-Principal (SFC)   Principal
DATE: 20/03/2025