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Course Name: Information system and Data processing

Date: 15/4/2020

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Q 1:-

**a)Why we define different needs before taking any task, elaborate your answer.**

**Ans a:-** Decision is required to be taken in day to day life. No single task can be done in our daily life without making decision. So decision is the main needs before taking any task. For every assignment we undertake , there has to be process of making choices. Whenever we are faced with choices , there is invariable need of selecting one particular course of action. Any task can be done in different ways, but doing it simultaneously through all possible alternative we have is virtually impossible . Therefore we select correct need to perform the task easily and faster with no error or mistake.

**For example:**

A person who want to go Islamabad . He can look at the following options.

- ➔ Use any of the local bus service available.
- ➔ Go by train.
- ➔ Travel by air.

As we can see in the above example the decision should be made in such situation which need to perform the task. But looking to the situation which decision should be made as

→ Is how urgent to reach Islamabad.

→ How much time is available to accommodate travelling , because each source

Of travelling take different time from another.

→ Whether booking are available for the desire day and time we select.

→ Which bus service or airline service to be selected because there are different

Services facilities are available.

There from above example we can take the conclusion that we define different need before taking any task, because there are different situation and different condition so looking to the task and situation we can take decision to perform easily the task.

Similar is the case of business. Businesses are run by organizations which are in-fact a group of people working together to perform task. As individuals have choices to choose from the given categories, organizations also face various alternatives in day to day operations, Decisions are made by individuals from the management. And need to select the best one option to run business easily and perform desire task.

**b)What information is required if a person is thinking to start a specific business, also discuss different source of information.**

Ans :- Information is required in day to day decision making . Without the availability of right quantity of information at the right time , the process of decision making is highly affected. So if a person want to start a specific business

→He/she need right quantity of information to successfully start business. The person can extract information from different source. Some of these are given below.

→Newspaper

→Internet

→Marketing Brochures.

→Friend and Relatives.

The person can extract information from these sources to start a specific information to achieve the desire business goals.

→Different source of information:-

Following are the different source of information.

(i) Primary (ii) secondary (iii)tertiary information

Depending on their proximity to the source of origin.

**For example:**

Initially finding data that might be communicated informally by email and presented at meeting before being formally published as consider a primary source of information.

One published , they will then be indexed in a bibliographic database, and repackaged and commented upon by other is secondary source information.

**→primary source:-**

Primary source are original materials in which other research is based. such as technical report, proceeding meeting ,conference, diaries ,autobiography, speeches etc.

**→secondary source:-**

Secondary source are less easily define than primary sources . Nor it is always easy to distinguish primary from secondary sources. For example A newspaper article is a primary if it report events , but a secondary source if it analyses and comments on those events.

**→Tertiary source:-**

This is the most problematic category of all.

Work which list primary and secondary resources in a specific subject area.

For example directories , dictionaries may also secondary ,guidebook, manuals, chronologies etc.

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**Q2:- What is organization? Explain different types of organization in detail?**

**Ans: Organization:-**

Organization refers to a collection of people, who are involved in pursuing defined objectives. It can be understood as a social

system which comprises all formal human relationships. The organization encompasses division of work among employees and alignment of tasks towards the ultimate goal of the company.

### **Process of Organization:-**

Step 1: Determination and classification of firm's activities.

Step 2: Grouping of the activities into workable departments.

Step 3: Assignment of authority and responsibility on the departmental executives for undertaking the delegated tasks.

Step 4: Developing relationship amidst superior and subordinate, within the unit or department.

Step 5: Framing policies for proper coordination between the superior and subordinate and creating specific lines of supervision.

### **Types of Organization Structure:-**

- **Formal Organization Structure:**

The organization structure of jobs and positions, with specified activities and relationships, is known as formal organization structure. It is created by management, to attain the objectives of the company.

### **1) Line Organization:**

Line organization is the oldest and simplest pattern of organization, wherein the supervisor has outright supervision over the subordinate. The flow of authority is from the top level executive to the person at the lowest level of the organization's echelon.

### **2) Functional Organization:**

As the name suggests, functional organization structure is one in which the thorough task of managing and directing the employees, is grouped as per the functions or type of work involved.

### **3) Line and Staff Organization:**

This type of organization structure is an improvement over the traditional line organization. In line and staff organization primary and supportive activities are related to the line of supervision by appointing supervisor and specialist, who are linked to line authority.

### **4) Project Management Organization:**

Project Organization is not an independent organization, like the organization structure discussed above. Instead it is a set up within an organization, so as to accomplish a project or firm's objectives. It is led by project manager, who is responsible for project objectives.

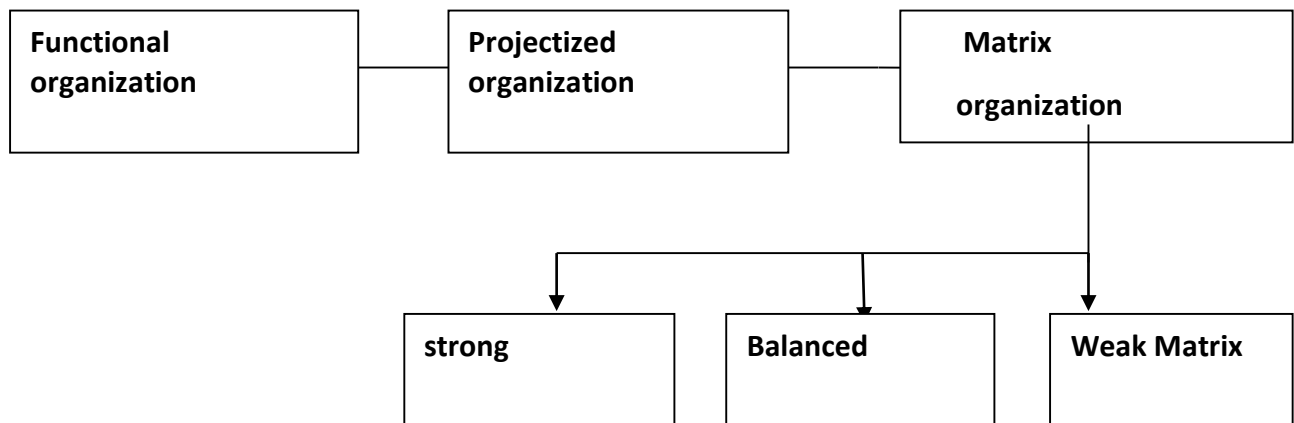
## 5) Matrix Organization:

Matrix organization is the emerging structure of the organization, which is a combination of functional organization and project organization. In such an organization, the functional departments such as production, accounting, marketing, human resource, etc. constitute a vertical chain of command, while project division constitute horizontal line of authority.

Matrix organization is subdivided into three sub categories:

**(i)Strong            (ii)Balanced            (iii)Weak matrix**

### Diagrammatically representation:



- **Informal Organization Structure:**

The relationship between the employees, that relies on personal attitudes, prejudices and interests rather than procedures. It is

system of personal and social connection, whose creation is not needed by formal organization.

The organization structure is a basic idea, which depends on the activity authority relationship in the company. It is designed in such a way to realise business objectives.

**Q3:-What are the difference between Data and Information?  
Give detail with proper example and; explanations.**

Ans 03:- **Data:**

Data represent facts of any kind. Data can be simple at the same time unorganized unless it is organized. Generally data comprises facts, observation, numbers, statements , character in raw form etc.

Data is always interpreted, by a human or machine, to derive meaning. Data contain numbers, statements and character etc.

**Example:** A day temperature, humidity, wind and speed of recorded are data.

Students names in class are data.

A students subject marks are Data

**Information:**

information is the processed form of data being verified and substantiated from various source. Information is processed ,



structured ,or presented in a given context to make it meaningful and useful.

It also involves manipulation of raw data. Information assigns meaning and improves the reliability of the data . it help to ensure understanding and reduces uncertainty.

**Example:-**

while the percentage of weather as cool or warm is an information.

While name of students in alphabetical order are information.

And his percentage of marks, grade and position are information.

★ THE END ★