**Course: Information system and data processing**

**Program: BS (SE)**

**Instructor: Muhammad Abrar Khan**

**Examination: Midterm Assignment**

**Total Marks: 30**

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**Note:** Attempt all questions. Use examples and diagrams where necessary.

**Q.1**

* 1. Why we define different needs before taking any task, elaborate your answer.
	2. What information is required if a person is thinking to start a specific business, also discuss different sources of information.

**Ans(a).**

Decisions are required to be taken in day to day life. No single task in our life can be done without decision making. For every assignment we undertake, there has to be a process of making choices. Whenever we are faced with choices, there is an inevitable need of selecting one particular course of action. Any task can be done in various ways, but doing it simultaneously through all possible alternatives is virtually impossible. This necessitates making a reasonable choice from all the options available.

An example can be taken for a person who wants to go to Islamabad. He can look at following options.

• Use any of the local bus service available
• Go by train
• Travel by air

As you can see the decision to be made in this situation is faced with the availability of a set of combination of alternatives.

**Ans(b).**

If the person is thinking to start a specific business you should have domain knowledge. Which business they are starting they must have knowledge about that business.

If someone is running the existing business how he is running.

You must have a lot of experience in that business or else you have to hire a expertise.

Business name, business logo.

How to register a business trademark means business register.

To draw a gant chat for proper flow at least 2 years.

Marketing plan. -how to execute this business plan.

**Sources:**

1. Internet and social media:

On internet and social media, we can see how many related businesses are running and which marketing techniques they are using. As we advance into the first decade of the 21st century the ever-greater speed and scope of the internet is beginning to turn the web into the most powerful source of information for the business.

1. Local environment:

 Business do not operate in a vacuum but rather in a dynamic environment that has direct influence on how they operate and whether they will achieve their objective.

1. Newspaper and news channels:

Sometimes we can give some information from the newspaper and news channels. Sometimes we know about the business trends from this.

**Q.2**

What is organization? Explain different types of organization in detail.

**Ans.**

ORGANIZATION:

 Basically, an organization is group of people organized to accomplish an overall goal. Organizations can range in size from two people to hundreds of thousands some people might argue that organizations are even larger. Organizations have an overall goal which is usually subdivided into various other goals often called strategic goals that in total will achieve the overall goal of the organization.

 Different types of organization:

* Small organization
* Medium sized organization
* Large organization
	+ Small organization:

 Small organizations usually have simple management structure. The need invariably grows from the operation of management and limit scope. Since tasks to be handled are usually limited and manageable, hence need for introducing more levels is not required. Since operations can be managed at the top level by one or two members of the senior management, officers from the lower level of management are not usually involved in decision making. Hence the final decisions are centrally taken.

* + Medium sized organization:

 Medium Sized organizations are normally a family ownership run by father son, brother. There are many organizations existing these days which are being run by the family members. The prime concern may be the trust already fostered among the blood relations but this might give rise to informal relationship among them. Since all critical managerial positions are usually controlled by the family members, information is structured only to the extent of external reporting. The level of reporting that could meet the information needs of the clients is best suited for such an organization.

Medium sized organizations are run under direct supervision of the family members which rarely extends to segregation of duties and delegation of authority.

* + Large organization:

Usually such organizations are characterized by large scale of operations. Various criteria can be used for this purpose.

• Number of branches

• Profit size

• Number of employees

 • Amount of turnover

• Number of businesses the organization is working in

• Value of assets

With such large size of organizations, management structure needs to be multi- tiered for efficient and strong control. This leads to formulation of many management levels, department, designations, promotional opportunities and salary increments.

**Q.3**

 What are the difference between Data and Information? Give detail with proper examples and explanations.

**Ans.**

 **Difference b/t data and information:**

Data is the collection of values those values can be characters, numbers, or any other data type. Data represents facts of any kind. In the process of recording important particulars of any event, it is the discretion of the management, what should be recorded and how it should be presented. However, when this data is processed or reformatted, it becomes information. Information is a subset of data which adds to the knowledge. Information is data that was processed so a human can read, understand and use it.

 **Examples:**

* The history of temperature readings all over the world for the past 100 years is data. If this data is organized and analyzed to find the global temperature is rising then that is information.
* The number of visitors to a website by country is an example of data. Finding out that traffic from Lahore is increasing while that from Peshawar is decreasing is meaningful information.
* As we all know without data, we cannot get any kind of information...

so, in terms of technical, data is basically a raw material which when you processed provides you a useful information...

for ex: -suppose ‘5’ is a basically a data and if we associate it with some another data like ‘KM’,’ROLLNO’, or any other stuff then it gives us an information like 5KM or Roll no 5..

That’s why data is so much important to extract meaningful information