Course: Information system and data processing
Program: BS (SE)
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Examination: Midterm Assignment
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Note: Attempt all questions. Use examples and diagrams where necessary.

Q.1

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

Ans: Every decision that we take everyday life requires some type of information about the alternatives available. as an example certain factor must be considered before taking decision.

- How urgent it is to reach to destination.
- How much time is needed to accommodate travelling because different mode of travelling will take different time to reach the desired destination.
- Weather the desired time bookings are available.
- Is there any possibility of flight of bus ticket cancellation.
- What kind of transport to choose what kind of services they have to travel to destination.

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

Ans: the following are the information is required to start a specific business**:**

1. **Develop a powerful message.**
   - What customer problem are you solving that customer are willing to pay.
2. **Understand the market.**
   - It is important to have and understanding of markets and sub-markets.
   - It allows businesses to maintain long lasting relationship with audience.
   - It is a strategy that helps businesses flourishes.
3. **Nature of the specific business.**
   - Activity of interest undertaken by an individual with an intention to earn something out of the activity.
4. **Required investment for specific business.**
   - Refers to the commitment of funds for specific business either in an active capacity or passive investor.
5. **Standard operational procedure (SOP).**
   - A step-by-step instruction compiled by an organization to help worker to carry out complex routine operations.
6. **Global, local, cultural and environmental impact.**
   - Global local cultural and environmental impact on the specific business.
7. **Return on investment.**
   - The measurement of the gain or loss generated on an investment relative to the amount of money invested in a specific business.
8. **Short term and long term goals for specific business.**
   - Make sales and marketing a priority.
   - Listen to your customers.
   - Build and nature customer's relationships.

The following are the different source of information:
- **Newspapers.**
- **Internet.**
- **Marketing Brochures.**
- **Friends and Relatives.**

Q.2

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

Ans: An organization is a group of individuals organized to accomplish an overall goal. Organization can be range from two people to many in hundreds and thousands some people might argue that organizations are even larger. Organization have an overall goal or mission which is sometimes subdivided into various other goals which are often called strategic goals that in total will achieve overall goal of the organization.

Types of organization:
The following are the types of organization
1. **Small organizations.**
2. **Medium organizations.**
3. **Large organizations.**

1. **Small organizations:**
   Small organization usually has simple management structure. The requirement invariably grows from the limited scope and operations of management. Since tasks to be handled are usually limited and manageable, hence need for introducing more levels isn't required. Since operation will be managed at the highest level by one or two members of the senior management officer from the lower level of management don't seem to be usually involved the decision making. Hence the final decision are centrally taken.
   Example of Information requirements of Small organizations:
   - Day to day transaction.
   - Daily sales
   - Cash management.
   - Receivables and Payables.

2. **Medium organizations:**
   Medium sized organization are normally a family ownership go past brothers, father-son. There are many organizations existing nowadays which are being run by the members of the family. The prime concern could also be trust already fostered among the blood relations but this might make to informal relationship among them. Since all critical managerial position are usually controlled but her member of the family information is structured only to the extent of external reporting the amount of reporting that would meet knowledge needs of the clients is best suited to such a company.
   Medium sized organizations are run under direct supervision of the family having duties and delegation of authority.
   - Centralized decision making.
   Information requirements of Medium sized organizations:
   As size of the organization increases the importance of planning for information also increases.
   The planning on long-term basis also helps in monitoring of information against planning.

3. **Large organizations:**

Large sized organizations are characterized by large operation scale. Various criteria can be used for this purpose.

- Number of employees.
- Amount of turnover.
- Number of branches.
- Profit size.
- Value of assets.
- Number of businesses the organization is working.

With such large size organization, management structure has to be multi-tiered for efficient and powerful control. This ends up in formulation of many departments, management levels, designations, promotional opportunities and salary increments.

Information requirements of large organizations:
With such a large structure it is inevitable that the detailed planning should be made for proper management control for both short and long term.

Q.3

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

Ans: The difference between Data and information are:

DATA:
Data represents facts of any kind within the process of recording important particulars of any event it's the discretion of the management what should be recorded and the way it should be presented.

Example: An example of data is the information collected for a research paper and emails.
More Examples are

- Weights.
- Prices.
- Costs.
- Number of items sold.
- Employee names.
- Product names.
- Addresses.
- Tax codes.
- Registration marks etc.

INFORMATION:
When data is processed organized, structured or present in a given context so as to make it useful it is called information.
Example:
- The average weights of the grain.
- The average score of class or entire school.