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Course Name: Information system and Data processing

Date: 16/4/2020

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 invatible 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. For this reason various sources of information are used to extract information. Some of these are:

- Newspapers
- Internet
- Marketing Brochures
- Friends & Relatives

Sources of Information :-

An Information Source is a source of information for somebody, i.e. anything that might inform a person about something or provide knowledge to somebody. Information sources may be observations, people speeches, documents, pictures, organizations etc.

1) Primary Sources of Information:-

Primary sources of information are the first published records of original research and development or description of new application or new interpretation of an old theme or idea. There are original documents representing unfiltered original ideas.

For Example-:

- Books
- Periodicals
- Conference Papers
- Research Monographs
- Research Reports
- Patents

2) Secondary Sources of Information:-

Secondary sources of information are those which are either compiled from or refer to primary sources of information.

for example :-

- index type
- survey type
- reference type

3) Tertiary Sources of Information:-

This is the most problematic category of all. However, people rarely expected to differentiate between secondary and tertiary sources.

Example:-

1. Bibliography of Bibliographies

2. Directories and yearbooks
3. Guide to literature
4. List of research in progress

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.

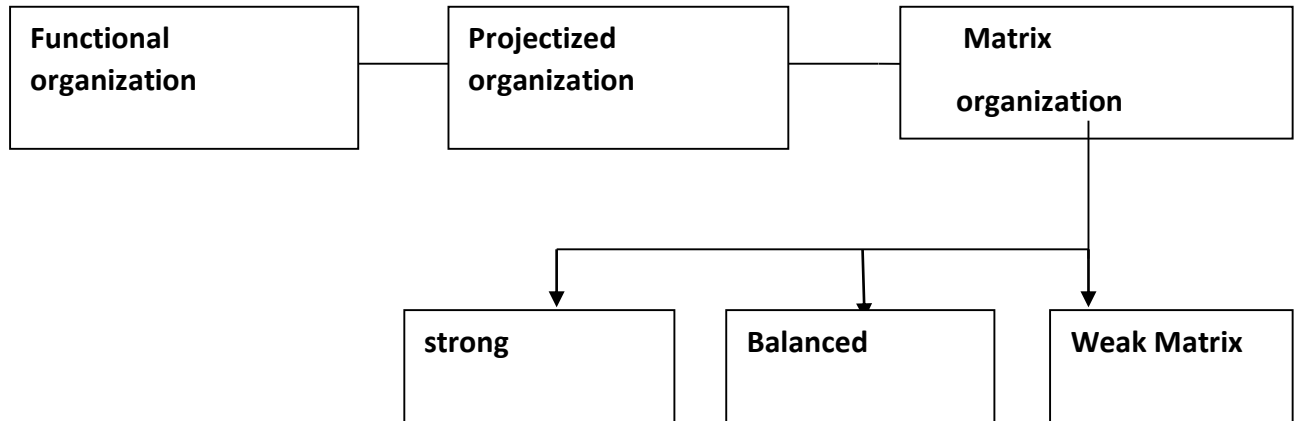
5) Matrix Organization:

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: Data vs. Information:-

There is a subtle difference between data and information. Data are the facts or details from which information is derived. Individual pieces of data are rarely useful alone. For data to become information, data needs to be put into context.

- **Data:-**

Data is raw, unorganized facts that need to be processed. Data can be something simple and seemingly random and useless until it is organized.

Example Each student's test score is one piece of data.

Etymology "Data" comes from a singular Latin word, datum, which originally meant "something given." Its early usage dates back to the 1600s. Over time "data" has become the plural of datum.

- **Information:-**

Organized, structured or presented in a given context so as to make it useful, it is called information.

Example The average score of a class or of the entire school is information that can be derived from the given data.

Etymology "Information" is an older word that dates back to the 1300s and has Old French and Middle English origins. It has always referred to "the act of informing, " usually in regard to education, instruction, or other knowledge communication.

- **Examples of Data and Information:-**

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 that 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 the U.S. is increasing while that from Australia is decreasing is meaningful information.

Often data is required to back up a claim or conclusion (information) derived or deduced from it. For example, before a drug is approved by the FDA, the manufacturer must conduct clinical trials and present a lot of data to demonstrate that the drug is safe.



THE END

