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Question Paper Code : 30081

M.B.A. DEGREE EXAMINATIONS, NOVEMBER/DECEMBER 2022.

First Semester

BA 4106 – INFORMATION MANAGEMENT

(Regulations – 2021)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Differentiate data and information.
2. What is DSS?
3. Write the significance of decision tree.
4. What is prototyping?
5. What are the characteristics of Data warehouse?
6. Differentiate DBMS and RDBMS.
7. What is denial of service?
8. Provide any two example's for computer crime.
9. Specify any two advantages of quantum computing.
10. State the 5 v's of Big data.

PART B — (5 × 13 = 65 marks)

11. (a) Demonstrate with examples about the types of Information system based on functions.

Or

- (b) Illustrate the evolution of IS with suitable case.

12. (a) Discuss the significance of waterfall model with its details phases.

Or

- (b) Describe the significance of the tools used in System analysis and design.

13. (a) Elucidate the steps involved in process of datamining with suitable example.

Or

- (b) Demonstrate the significance of different data models with its pros and cons.

14. (a) Discuss the significance of Knowledge based decision support systems.

Or

- (b) Illustrate the types of IS vulnerabilities with its remedial measures with suitable example.

15. (a) Elucidate the significant role played by Big data in the context of Data analytics.

Or

- (b) Elaborate on the advantage and the trending application of block chain.

PART C — (1 × 15 = 15 marks)

16. (a) A manufacturer markets two products to three types of customers. He has the following discount policy:

The products are bulbs and fans and the customers are classified as retailers, distributors and government agencies. If the order is from retailer for amount up to Rs.500 he allow 5 percent discount. If it is from a distributor, 7.5 percent discount is given. On retail orders exceeding Rs.500, 7.5% discount is allowed. For the same order from distributor 10% discount is given. In all the above cases a flat discount of 6% is given to government agencies. The above policies apply only to orders for bulbs. A flat discount of 5% is given on orders for fans regardless of the amount of purchase or customer classification.

- (i) Depict Decision table (7.5)

- (ii) Decision Tree (7.5)

Or

(b) As a business analyst you are asked to develop an Information system for the client Texo marketing pvt limited. The Marketing information system should address the customer enquiry, order, tracking of their products. What is the suitable methodology to develop the IS.

(i) Describe the methodology you have chosen and justify. (8)

(ii) Explain the components of the system. (7)

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