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Question Paper Code : 10196

M.B.A. DEGREE EXAMINATIONS, APRIL/MAY 2023.

First Semester

BA 4106 – INFORMATION MANAGEMENT

(Regulations – 2021)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. What is the difference between Data and Information?
2. Specify the basic ethics to be followed in information management.
3. What is known as system approach?
4. Name any four criteria to be considered in Data Flow diagram.
5. Define relative data base management system.
6. What is data mining?
7. List out the challenges faces by design of knowledge-based decision support system.
8. How the Web Information can be protected?
9. Which is known as Big Data?
10. Specify the assumptions to be considered in Quantum Computing system.

PART B — (5 × 13 = 65 marks)

11. (a) Trace out the evolution and growth of Information management system and its application in business management.

Or

- (b) Discuss the functions and benefits of Enterprise and functional Information System.

12. (a) Explain the process and steps involved in System Analysis and design for the pharmaceutical company.

Or

- (b) Explain the function and benefits of Object-Oriented Analysis and Design (OOAD) for the Information management with the suitable illustrations.
13. (a) Highlight the role and functions of RDBMS and RODBMS for the business applications.

Or

- (b) "Data ware housing and data mart will be a platform and tool for the efficiency of the business" -Discuss with illustration.
14. (a) Discuss the importance of social media integration with mobile technologies in effective use of Information management System.

Or

- (b) Explain the problem and prospects involved in creating the secured system for controlling computer crimes and vulnerability of system management.

15. (a) Discuss the usage of cloud computing applications for business information management system.

Or

- (b) Explain the scope and functions of Artificial Intelligence in business application.

PART C — (1 × 15 = 15 marks)

16. (a) Design an Information system for the retail outlet supermarket located at the city. The Information System to be designed to provide a complete retail and customer information management system.

Or

- (b) Discuss the usage of Internet of Things (IOT) and Deep learning in the present business situation- Explain your view with illustrations.