



# PRESIDENCY UNIVERSITY

BENGALURU

Roll No.

## End - Term Examinations – MAY 2025

Date: 20-05-2025

Time: 01:00 pm – 04:00 pm

School: SOC	Program: BBA	
Course Code : BBA2031	Course Name: Business Information systems	
Semester: II	Max Marks: 100	Weightage:50%

CO - Levels	C01	C02	C03	C04
Marks	20	28	26	26

### Instructions:

- (i) Read all questions carefully and answer accordingly.
- (ii) Do not write anything on the question paper other than roll number.

### Part A

Answer ALL the Questions. Each question carries 2 marks.

10Q x 2M=20M

1.	Define Information System.	2 Marks	L1	C01
2.	List the dimensions of Information System.	2 Marks	L1	C01
3.	Name the types of Database Models.	2 Marks	L1	C02
4.	List the applications of Data Mining in business.	2 Marks	L1	C02
5.	How do you describe Information System Development?	2 Marks	L1	C03
6.	List out any four types of computer languages.	2 Marks	L1	C03
7.	Recall the meaning of Green Marketing?	2 Marks	L1	C04
8.	How is Marketing Information System defined?	2 Marks	L1	C04
9.	What are the differences between Information System and Information Technology?	2 Marks	L1	C01
10.	Recall the meaning of Business Process Outsourcing.	2 Marks	L1	C02

## Part B

Answer ALL the Questions. Each question carries 7 Marks.

Total Marks 35M

11.	a.	Summarize the need and importance of Information system.	07 Marks	L2	CO1
Or					
12.	a.	Interpret the role of Intra and Inter Organisational communication using network technology.	07 Marks	L2	CO1
13.	a.	Illustrate the structure of a Hierarchical Data Base Model with an example.	07 Marks	L2	CO2
Or					
14.	a.	Demonstrate the application of Data Mining in business.	07 Marks	L2	CO2
15.	a.	Explain the various methods of testing used in Information Systems.	07 Marks	L2	CO3
Or					
16.	a.	Explain how the general and application controls help in managing different types of control issues in an information system.	07 Marks	L2	CO3
17.	a.	Outline the different types of Cloud Computing and explain the key benefits it offers to organisations.	07 Marks	L2	CO4
Or					
18.	a.	Demonstrate how AI is applied in today's business environment with relevant examples.	07 Marks	L2	CO4
19.	a.	Infer the components of Information System from its functions.	07 Marks	L2	CO1
Or					
20.	a.	Outline the features and kinds of services of Knowledge Process Outsourcing.	07 Marks	L2	CO1

## Part C

Answer any Three Questions. Each question carries 15 marks

3Q x 15M=45M

21.	a.	Identify the different types of Information Systems used in business.	15 Marks	L3	CO1
22.	a.	Construct applications using database management systems to efficiently store and manage data.	15 Marks	L3	CO2
23.	a.	Apply each phase of the System Development Life Cycle in IT to design a new software system.	15 Marks	L3	CO3
24.	a.	Apply the benefits and applications of HRIS and FMIS to recommend improvements for an organization	15 Marks	L3	CO4