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# PRESIDENCY UNIVERSITY

Presidency University Act, 2013 of the Karnataka Act No. 41 of 2013 | Established under Section 2(f) of UGC Act, 1956  
Approved by AICTE, New Delhi | Approved By BCI  
Bengaluru

## Even Semester Mid Term, March 2026

**Date: 12/03/2026**

**Time: 09:30 AM - 11:00 AM**

**Course Code: BCL2015**

**Course Name: Business Information System**

**Semester: Fourth Semester**

**Max. Marks: 50**

**Weightage: 50%**

CO - Levels	CO1	CO2
Marks	46	44

### PART-A: Answer Following Questions. 10 M

Qn.No	Questions	M	CO	BT
1	State the meaning of Business Information.	2	CO1	BT1
2	Mention any 2 importance of business information system.	2	CO1	BT1
3	Explain why managers need information.	2	CO1	BT2
4	State any 2 charecteristics of information.	2	CO2	BT1
5	Explain Financial Information System.	2	CO2	BT2

### PART-B: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
6	Classify different categories of information based on source, information and time.	10	CO1	BT2
7	Outline the Management Process.	10	CO1	BT2

### PART-C: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
8	Summarize the steps involved in implementation of MIS.	10	CO1	BT2
9	Interpret the different levels of informations.	10	CO1	BT2

**PART-D: Answer Any 1 Following Questions. 10 M**

<b>Qn.No</b>	<b>Questions</b>	<b>M</b>	<b>CO</b>	<b>BT</b>
10	Illustrate briefly different functional information system.	10	CO2	BT2
11	Explain information as a corporate resources.	10	CO2	BT2

**PART-E: Answer Any 1 Following Questions. 10 M**

<b>Qn.No</b>	<b>Questions</b>	<b>M</b>	<b>CO</b>	<b>BT</b>
12	Explain the process of generation of information.	10	CO2	BT2
13	<p>Coca-Cola operates in a highly competitive beverage market and relies on a Marketing Information System (MkIS) to understand customer preferences and market trends. The system collects data from sales outlets, customer surveys, social media feedback, and distributor reports. This data is processed and analyzed to identify which products are selling more in specific regions and during particular seasons. For example, during summer, the system may show increased demand for certain soft drinks in urban areas. Based on this information, the company increases production, launches promotional campaigns, and ensures proper distribution. The Marketing Information System also helps management evaluate the success of advertisements and pricing strategies. By using MkIS, Coca-Cola improves customer satisfaction, increases sales, and gains a competitive advantage.</p> <hr/> <p>Questions:</p> <p>a. How does the Marketing Information System help Coca-Cola understand customer demand?</p> <p>b. Explain how MkIS supports marketing decision-making in the company.</p>	10	CO2	BT2