Roll No										

PRESIDENCY UNIVERSITY

Presidency University Act, 2013 of the Karnataka Act No. 41 of 2013 | Established under Section 2(f) of UGC Act, 1956

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Bengaluru

GAIN MORE KNOWLEDGE REACH GREATER HEIGHTS

Even Semester End Term Examination, May / June 2026		
Date: 23/05/2026		**Time: 09.30 AM - 12.30 PM**
Course Code: BCL2015	**Course Name: Business Information System**	
Semester: Fourth Semester	**Max. Marks: 100**	**Weightage: 50%**

CO - Levels	CO1	CO2	CO3	CO4	CO5
Marks	36	36	36	36	36

Part A: Answer Following Questions. 20 M

Qn.No	Questions	M	CO	BT
1	Classify different components of a system.	2	CO1	BT2
2	Describe business organization.	2	CO1	BT2
3	Explain Marketing Information System.	2	CO2	BT2
4	Describe any two characteristics of Information as a Resource.	2	CO2	BT2
5	Recognise any two Importance of E-Enterprise.	2	CO3	BT2
6	Interpret the Meaning of Managerial Decision Making with an example.	2	CO3	BT2
7	Explain the application of analytics in business.	2	CO4	BT2
8	Describe E-Enterprise with examples.	2	CO4	BT2
9	Translate AR and VR.	2	CO5	BT2
10	Illustrate the different applications of AI in real world.	2	CO5	BT2

Part B: Answer Any 1 Following Questions. 16 M

Qn.No	Questions	M	CO	BT
11.a	Management process is a systematic way of performing managerial functions to achieve business objectives. Explain the five steps of management process.	6	CO1	BT2
11.b	Describe different Categories of Information.	10	CO1	BT2
12.a	Classify different Levels of Information.	6	CO1	BT2

12.b	Describe the different Steps in Implementation of MIS.	10	CO1	BT2

Part C: Answer Any 1 Following Questions. 16 M				
Qn.No	**Questions**	**M**	**CO**	**BT**
13.a	A Finance Information System (FIS) is a computerized system that collects and processes financial data to support planning, control, and decision-making. Explain detail about the uses of FIS with suitable examples.	6	CO2	BT2
13.b	Define Corporate Resource and explain about different Types of Corporate Resources.	10	CO2	BT2
14.a	Describe the Process of Generation of Information.	6	CO2	BT2
14.b	A Human Resource Information System (HRIS) is a computerized system that collects, stores, and manages employee-related information. Explain in details about the different function of HRIS.	10	CO2	BT2

Part D: Answer Any 1 Following Questions. 16 M				
Qn.No	**Questions**	**M**	**CO**	**BT**
15.a	Interpret any six Importance of E-Enterprise.	6	CO3	BT2
15.b	Demonstrate E-Commerce business model with its explanation.	10	CO3	BT2
16.a	Outline the Key Components of Managing an E-Enterprise with examples.	6	CO3	BT2
16.b	Summarize different Types of Organizational Structures in E-Enterprise.	10	CO3	BT2

Part E: Answer Any 1 Following Questions. 16 M				
Qn.No	**Questions**	**M**	**CO**	**BT**
17.a	Apply three different decision-making approaches to solve organizational problems with suitable examples.	6	CO4	BT3
17.b	Apply analytics in Managerial Decision Making (MDM) to improve organizational decision-making in different business situations.	10	CO4	BT3
18.a	Identify the features of Managerial Decision Making (MDM) with examples.	6	CO4	BT3
18.b	Case Study: e-Choupal Initiative by ITC Limited In rural India, farmers traditionally depended on middlemen to sell their agricultural produce, which often resulted in low prices due to lack of transparency and limited access to market information. Farmers were unable to make informed decisions regarding when and where to sell their crops, leading to reduced income and exploitation. To address these issues, ITC Limited launched the e-Choupal initiative, a digital platform that provides farmers with direct access to real-	10	CO4	BT3

	time market prices, weather forecasts, and agricultural information through internet-enabled kiosks set up in villages. These kiosks are managed by trained local farmers and serve as a bridge between ITC and rural producers. Through e-Choupal, farmers can make better decisions regarding crop sales and directly sell their produce to ITC without involving intermediaries. This system has improved transparency, enhanced decision-making, and increased farmers' income by ensuring fair pricing and reducing dependency on middlemen. Question: Apply the e-Choupal initiative by ITC Limited to improve decision-making and eliminate inefficiencies in the agricultural supply chain.			

Part F: Answer Any 1 Following Questions. 16 M

Qn.No	Questions	M	CO	BT
19.a	Explain AI and write its importance and applications.	6	CO5	BT2
19.b	Case: Cloud Computing in a Company A company decides to shift its data and applications to a cloud platform. Employees can now access files from anywhere using the internet. The company no longer needs to maintain physical servers, which reduces costs. Data is also automatically backed up, improving security. Due to cloud adoption, the company has become more flexible and efficient. Question: Explain Cloud Computing (or Cloud Migration) and identify any five benefits from the case.	10	CO5	BT2
20.a	Case: Artificial Intelligence in Banking A bank uses Artificial Intelligence (AI) to improve its services. The system can detect fraud by analyzing unusual transactions. It also uses chatbots to answer customer queries instantly. Because of AI, the bank has reduced fraud and improved customer service. Question: Identify and explain any three uses or benefits of Artificial Intelligence mentioned in the case.	6	CO5	BT2
20.b	Outline the recent Developments in Information Systems in Business.	10	CO5	BT2