# PRESIDENCY UNIVERSITY
# BENGALURU

## SCHOOL OF LAW
## END TERM EXAMINATION - JAN 2023

**Semester :** Semester III - 2021                    **Date :** 10-JAN-2023
**Course Code :** BBA2002                              **Time :** 1.00PM - 4.00PM
**Course Name :** Sem III - BBA2002 - Business Information System    **Max Marks :** 100
**Program :** BBA LLB (Honors) / BA LLB (Honors)      **Weightage :** 50%

**Instructions:**
*(i) Read all questions carefully and answer accordingly.*
*(ii) Question paper consists of 3 parts.*
*(iii) Scientific and non-programmable calculator are permitted.*

## PART A

**ANSWER ALL THE FOLLOWING QUESTIONS**                 **10 X 2 = 20M**

1. Write short note about Business Data Processing.

   (CO1) [Knowledge]

2. Explain the Requirement Analyis phase of SDLC.

   (CO2) [Knowledge]

3. What is Human Resource Information System?

   (CO3) [Knowledge]

4. What is meant by Data Warehousing?

   (CO4) [Knowledge]

5. Write short note on Artficial Intelligence.

   (CO5) [Knowledge]

6. What is Manual Data Processing?

   (CO1) [Knowledge]

7. What does this flowchart represent and explain it with an example?

   

   (CO2) [Knowledge]

8. Describe Marketing Information System.                  (CO3) [Knowledge]

9. What do you understand by Machine Learning.             (CO5) [Knowledge]

10. Explain the concept of Internet of things with suitable examples.    (CO5) [Knowledge]

**ANSWER ALL THE FOLLOWING QUESTIONS**          **4 X 10 = 40M**

11. Explain the concept of Marketing Information systems and components of Marketing Information systems.

         (CO3) [Comprehension]

12. Narrate any five differences between File Management System and Data Base Management System.

         (CO4) [Comprehension]

13. Suppose that you had to explain to a member of your family or one of your closest friends the concept of an information system and Information Technology. How would you define it? Write a one-paragraph description in your own words that you feel would best describe an information system and Information Technology to your friends or family.

         (CO1) [Comprehension]

14. The flowchart is one of the most important outputs from process design and development.
Justify your answer with the help of a standard flowchart model.

         (CO2) [Comprehension]

**PART C**

**ANSWER ALL THE FOLLOWING QUESTIONS**          **2 X 20 = 40M**

15. With over 80,000 employees, Harrah's Entertainment, Inc., is the world's largest provider of casino entertainment, and the information it has gathered on its more than 40 million customers is stored in an NCR/ Teradata data warehouse. The data has been collected over the years through the company's Total Rewards Card program, which records its customers' activities at the gaming tables and elsewhere. But there was a need to analyze that data to gain insight into customer preferences, gaming patterns, and so on.
For this reason, Harrah's chose IBM Cognos business intelligence software to analyze the data stored in its data warehouse. With the system now in place, the company is able to classify customers into various profiles and use this classification to develop campaigns targeted to specific customer groups. For example, the company may target customers who haven't visited in more than 6 months and offer incentives to get them to return.
The system is also able to measure the effectiveness of various campaigns. The implementation has significantly increased revenue, reduced operational and personnel costs, and enhanced customer service.
Answer the following questions:
a. Summarize Harrah's Entertainment, Inc., information needs and What main goals did the new information system achieve?
b. What were some additional benefits of using the new system?

         (CO3) [Application]

16. The ABC Corporation is a newly established company and the owner is looking for an efficient method of collecting, storing, and manipulating data. The corporation offers a variety of pet supplies and is initially a retailer that is currently selling products only online. As the corporation grows, it plans to also include physical retail locations in which to add services to the company's offerings. As a startup business, the ABC corporation needs to implement a database management system to allow the collection and sharing of business data among employees; thus, the database management system should allow for multiple users. The corporation is currently gathering information about database management systems and seeking a contractor to create and implement the system. Business data will be organized in a logical manner and will be retrieved using a client-server network. In your analysis provide the ABC corporation with information on database management systems and a recommendation from a contractor's perspective. Information you are providing the ABC corporation should include the following:
a) Discuss the need for Database in business.          **(10M)**
b) Highlight the pros and cons of implementing a database management system.      **(10M)**

         (CO4) [Application]