

Roll No



**PRESIDENCY UNIVERSITY
BENGALURU**

SET B

**SCHOOL OF MANAGEMENT
END TERM EXAMINATION - JAN 2024**

Semester : Semester III - 2022

Course Code : COM3016

Course Name : Financial Information Systems

Program : BBA Financial Technology

Date : 09-JAN-2024

Time : 1:00 PM - 4:00 PM

Max Marks : 100

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.
- (iv) Do not write any information on the question paper other than Roll Number.

PART A

ANSWER ALL THE QUESTIONS

5 X 2M = 10M

1. State the advantages and disadvantages of FIS
(CO1) [Knowledge]
2. List the essential components of a successful electronic commerce website.
(CO2) [Knowledge]
3. Define Decision Support System
(CO3) [Knowledge]
4. Define Security Management?
(CO4) [Knowledge]
5. Define Global Management of IT?
(CO5) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS

5 X 10M = 50M

6. Evaluate the benefits and drawbacks of different FIS systems available on the market.
(CO1) [Comprehension]
7. Imagine you're the owner of a small clothing boutique. How could you implement the "clicks and bricks" model to attract new customers and boost sales?
(CO2) [Comprehension]
8. Evaluate the impact of emerging technologies like AI and blockchain on the future of e-commerce. How might these technologies change the way businesses operate and customers interact?
(CO3) [Comprehension]

9. Explain the components of AMS, explain in detail using the chart.

(CO4) [Comprehension]

10. Explain in brief the significant benefits of IT security audits

(CO4) [Comprehension]

PART C

ANSWER ALL THE QUESTIONS

2 X 20M = 40M

11. Amazon.com is one of the world's largest e-commerce companies. Founded by Jeff Bezos in 1994, it began as an online bookstore but quickly expanded into a wide range of product categories.

E-commerce Strategy: Amazon's core strategy is to offer a vast selection of products, competitive pricing, and convenience. They have invested heavily in technology and logistics to streamline the online shopping experience.

E-business Integration: Amazon has integrated its e-commerce platform with various e-business components, including customer reviews, recommendations based on user behavior, and the Kindle e-reader ecosystem.

Results: Amazon's e-commerce platform and e-business integration have allowed it to become a dominant force in online retail. The company has expanded its services to include Amazon Web Services (AWS), which provides cloud computing solutions, further demonstrating its prowess in e-business.

Q1) How has Amazon been able to disrupt so many different industries?

Q2) What are the key elements of Amazon's business model?

(CO2) [Application]

12. A. Identify specific examples of how AI is being used in different segments of the financial industry (e.g., banking, investing, fraud detection). (10 Marks)

B. What is the future of DSS in finance? (10 Marks)

(CO3) [Application]