PRESIDENCY UNIVERSITY
BENGALURU

SET B

SCHOOL OF LAW
END TERM EXAMINATION - JAN 2024

Semester : Semester III - 2022
Course Code : BBL4001
Course Name : Business Information
Program : BBA LLB Honors

Date : 05-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 1 part.
(iii)   Scientific and non-programmable calculator are permitted.
(iv)   Do not write any information on the question paper other than Roll Number.

ANSWER ALL THE QUESTIONS   **10 X 10M = 100M**

1. Provide a clear and comprehensive overview of the key elements that constitute an Information System.

    (CO1) [Comprehension]

2. Distinguish between Information System and Information Technology, elucidating their respective roles and contributions in organizational contexts.

    (CO1) [Comprehension]

3. Explicate the phases of SDLC.

    (CO2) [Comprehension]

4. Elucidate the Security and control issues in information system.

    (CO2) [Comprehension]

5. Discuss examples of a companies that successfully implemented e-commerce systems to deliver tailored shopping experiences, enhance customer satisfaction, and drive online sales.

    (CO3) [Comprehension]

6. Discuss the importance of Information system in Decision Making in the production process.

    (CO3) [Application]

7. Write a detailed note on the various types of Database Models.

    (CO4) [Application]

8. Explain how data mining is employed to achieve personalized user experiences in e-commerce. Share an example of a company that effectively utilized data mining to personalize product recommendations, leading to increased customer engagement and sales.

    (CO4) [Application]

9. Explore the practical aspects of integrating IoT into diverse business operations. Provide examples of specific areas or processes where IoT had a transformative impact.

    (CO5) [Application]

10. In the rapidly evolving landscape of business, Artificial Intelligence (AI) has emerged as a prominent trend with transformative implications. As a business strategist, outline the strategic considerations and potential applications of AI in optimizing various business functions.

    (CO5) [Application]