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**Presidency University**

**Bengaluru**

**SCHOOL OF COMMERCE**

**Make-Up Examinations, July 2024**

**Semester**: I & III

**Course Code**: BBA2002

**Course Name**: Business Information Systems

**Program** : BBA

**Date**: 03 July 2024

**Time**: 9:30AM -12:30PM

**Max Marks**: 100

**Weightage**: 50%

**Instructions:**

1. *Read the all questions carefully and answer accordingly.*
2. *Question paper consists of three parts.*
3. *Scientific and Non Programable Calculators are Permitted.*
4. *Do not write any information on the question paper other than roll number.*

**Part A**

**Answer any FIVE Questions. (5 Q x 2 M = 10 M)**

1. Define Information Technology. (C.O.No.1) [Comprehension]

2.Mention any four components of Information System. (C.O.No.2) [Comprehension]

3. What is Human Resource Information System?  (C.O.No.3) [Comprehension]

4.What is Data Mining? (C.O.No.4) [Knowledge]

5. Mention two advantages and two disadvantages of DBMS (C.O.No.4) [Knowledge]

6. What do you mean by Artificial Learning? (C.O.No.5) [Comprehension]

7. Mention any four applications of Machine Learning. (C.O.No.5) [Comprehension]

**Part B**

**Answer any FIVE Questions. (5 Q x 10 M = 50 M)**

8. Compare Hierarchical and Network database models. (C.O.No.4) [Comprehension]

9. Briefly describe the Implementation of IS in Business with a relevant diagram. (C.O.No.2) [Comprehension]

10.What does the ideal Financial Management Information System do? Explain in detail.

(C.O.No.3) [Comprehension]

11. Elaborate on the importance of Information systems in Decision making.

(C.O.No.2) [Comprehension]

12. 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.

(C.O.No.1) [Comprehension]

13. Narrate any five differences between Financial Management System and Data Base Management System. (C.O.No.4) [Comprehension]

14. What is System Development Life Cycle and explain its phases in detail.

(C.O.No.3) [Comprehension]

**Part C**

**Answer any TWO Questions. (2 Q x 20 M = 40 M)**

15.Discuss, using examples, managerial activities at Operational, Tactical and Strategic levels in a business, and evaluate the contribution of Information Systems towards supporting managers in their roles. (C.O.No.1) [Application]

16. Define Information System. Explain the impact of Information System in Business

(C.O.No.2) [Application]

17. 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:   
1) Discuss the need for Database in business. **10M**2) Highlight the pros and cons of implementing a database management system. **10M** (C.O.No.4) [Application]