

Roll No



**PRESIDENCY UNIVERSITY
BENGALURU**

SET-A

**SCHOOL OF MANAGEMENT
END TERM EXAMINATION – MAY/JUNE 2024**

Semester : Semester II - 2023

Course Code : BBA2031

Course Name : - Business Information System

Program : BBA

Date : June 20, 2024

Time : 9:30 AM - 12:30 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 ANY 5 QUESTIONS

5 X 2 = 10M

1. State the importance of people, process and technology in BIS. (CO1) [Knowledge]
2. Expert Systems replacing Human Resource. Defend your Points. (CO1) [Knowledge]
3. Name any two advantages of Data Warehouse. (CO2) [Knowledge]
4. Give any three examples of information system hardware. (CO2) [Knowledge]
5. Mention any 4 security Issues (CO3) [Knowledge]
6. Write any two applications of BIS in Digital Marketing (CO4) [Knowledge]
7. Give Examples of IOT devices (CO4) [Knowledge]

PART - B

ANSWER ANY 5 QUESTIONS

5 X 10 = 50M

8. Explain in detail about the impact of KPO & BPO. (CO1) [Comprehension]

9. A new on-line teller system design for a medium size bank was approved by the president, signaling the beginning of implementation. The project leader devised a master plan to specify who is to perform each task and in what order. New deposit slips and withdrawers were ordered and delivered three weeks before implementation. In the interim, copies of the user manual were prepared for the lobby and drive-in-tellers. Soon after the terminals were installed, the tellers begin to learn how to enter various transactions. After training sessions were over, they had a chance to ask questions and enquire about the new system. Once completed, the telephone company and the computer service representative hooked up the terminal on-line with the master system. The following Monday (a week before actual conversion), the analyst asked the head teller whether the tellers would come in on Saturday to catch up on their work and run test data to reinforce recent training. The head teller agreed to overtime, but on Saturday, only 12 of 17 tellers showed up. During that time, the entire system was checked out and functioned as expected. The bank opened the following Monday, the online system operated normally. Customers were greeted at the door by the president. Coffee and cake were served in the lobby. At the end of the day, the analyst sent a report to the board directors informing them that the system was now in operation and all user requirements had been met.

Three weeks later the analyst was called to the board meeting. The chairman criticized the analyst for exceeding the budgeted amount approved by the board. Furthermore the authorization the analyst gave the terminal vendor to bring in two CRT screens to expedite information retrieval exceeded his authority to implement the system. The bank's auditor also estimated that it would take 3.8 years rather than the initial estimate of 2.1 years to break even on the total cost of the installation. Not knowing what to say, the analyst left the board room with a feeling of total failure.

Questions

(a) What are the major problems in the case? Who is to blame? Why?

(b) Was the board chairman justified in his criticism of the analyst? Explain.

(CO2) [Comprehension]

10. Explain the Applications of DBMS in Supply chain Management

(CO2) [Comprehension]

11. Explain the Following

a). Software controls

b). Hardware controls

c). Data security controls

d). Implementation controls

(CO3) [Comprehension]

12. In system development life cycle, The testing phase is to detect defects in the information system. Explain it with all the types of testing applicable

(CO3) [Comprehension]

13.

Describe the contribution that "green" computing can make to an organisation and evaluate the potential challenges facing "green" computing initiatives in organisations

(CO4) [Comprehension]

14.

Evaluate the benefits and challenges for organisations moving Information Systems to a cloud computing model

(CO4) [Comprehension]

PART - C

ANSWER ANY 2 QUESTIONS

2 X 20 = 40M

- 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.

(CO1) [Application]

- 16.** IOT and AI are the future of Production Process. Explain

(CO4) [Application]

- 17.** Elucidate the Different models of CLOUD and its applications.

(CO4) [Application]

