

# END TERM EXAMINATION

FOURTH SEMESTER [BBA] APRIL-MAY 2019

**Paper Code: BBA210**

**Subject: Information Systems Management**

**Time : 3 Hours**

**Maximum Marks :75**

**Note: Attempt any five questions.**

- Q1 (a) Differentiate among data, information and knowledge. What is the role of Decision Support System (DSS)? (7)  
(b) What types of decisions are taken by top level, middle level and lower level of management? Give suitable examples. (8)
- Q2 (a) What are the components and characteristics of management information system? (9)  
(b) Can an information system provide competitive advantage to an organization? Justify your answer. (6)
- Q3 (a) Draw and explain the structure of DBMS. Give five examples of each DDL and DML. (6)  
(b) Why is normalization important in databases? (4)  
(c) Explain the use of referential integrity constraint. (5)
- Q4 (a) Explain the syntax of DML commands. (8)  
(b) What is an entity and relationship in E-R model? Why is E-R model required? Draw an ER diagram from a e-commerce site who sells the products online. Make assumptions as required. (7)
- Q5 Differentiate between: (15)  
(a) File processing system and DBMS  
(b) Deterministic system and probabilistic system  
(c) Centralized processing and Distributed processing
- Q6 (a) Describe the phases of information system development life cycle. What are the activities carried out in system implementation? (10)  
(b) Compare waterfall model with spiral model and discuss their advantages and disadvantages. (5)
- Q7 (a) Explain the characteristics of executive information system. (7)  
(b) How is knowledge management system important for an organization? Differentiate between tacit and explicit knowledge. (8)
- Q8 Write notes on the following: (5x3=15)  
(a) Transaction processing system  
(b) Prototyping  
(c) Cloud computing  
(d) Multimedia approach to information processing  
(e) Distributed Processing.

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