

Reg. No .....

Name .....

22U355

**BBA DEGREE END SEMESTER EXAMINATION : OCTOBER 2022**

**SEMESTER 3 : INTEGRATED MARKETING AND NEW MEDIA**

**COURSE : 19U3CRBBA11 : BUSINESS INFORMATION SYSTEM**

*((For Regular - 2021 Admission and Improvement / Supplementary - 2020 Admission))*

Time : Three Hours

Max. Marks: 60

**PART A**

**Answer All (1 mark each)**

1. Explain the term operational information
2. Explain the term organisation information
3. Define the term Critical Success Factor
4. Explain the term hierarchical model of information
5. Explain the concept of MIS
6. List the different types of data model
7. Explain the term ERP
8. Explain NGT (Nominal Group Technique)

**(1 x 8 = 8)**

**PART B**

**Answer any 6 (2 marks each)**

9. Explain the quality of a perfect information.
10. Define the term information model in an organisation
11. List the elements of rivalry among existing competitors in business in Porters' 5 forces model
12. Explain the term graph data model
13. Explain the term super system with the help of an example
14. Explain the concept of MIS is management directed
15. Explain the term executive information system
16. Explain the tools for assessing the information needs.

**(2 x 6 = 12)**

**PART C**

**Answer any 4 (5 marks each)**

17. List some key features of management information system
18. Discuss the impact of MIS in business
19. Describe three various ways by which MIS support the functioning of Marketing management
20. Explain the concept of Porter's value chain model
21. Explain the concept of perfect information
22. Explain the cost benefit analysis in decision making

**(5 x 4 = 20)**

**PART D**

**Answer any 2 (10 marks each)**

23. Discuss the classification of information on the basis of application
24. Discuss the advantages of Enterprise Data Model
25. Discuss the characteristics of MIS
26. Discuss the method of handling complex system in business

**(10 x 2 = 20)**