

B.B.A DEGREE END SEMESTER EXAMINATION : NOVEMBER 2023**SEMESTER 3 : INTEGRATED MARKETING AND NEW MEDIA****COURSE : 19U3CRBBA11 : BUSINESS INFORMATION SYSTEM***(For Regular - 2022 Admission and Improvement / Supplementary – 2021/2020 Admissions)*

Time : Three Hours

Max. Marks: 60

PART A**Answer All (1 mark each)**

1. Explain the term office automation system.
2. Discuss the function wise information system in an organization.
3. Define the term system.
4. Describe the term switching cost.
5. Explain the Conceptual entity model.
6. Explain the term control system.
7. Identify one situation wherein the Relevance of information is very important.
8. Explain the term organisation information.

(1 x 8 = 8)**PART B****Answer any 6 (2 marks each)**

9. Explain the term E R model Business information system with the help of an example.
10. Explain the term economies of scale.
11. Distinguish between abstract system and physical system.
12. Define the term system software.
13. Explain the concept of MIS is management oriented.
14. Explain the term informal source of information.
15. Define the term information model in MIS.
16. Distinguish between the term data and information.

(2 x 6 = 12)**PART C****Answer any 4 (5 marks each)**

17. Discuss the impact of MIS in business.
18. Explain the concept of Porter's value chain model.
19. Explain the basic skills used for the BI person.
20. Write a short note on micro computers.
21. Describe term source of information.
22. Explain the sources of data used for MIS in an organisation with the help of examples.

(5 x 4 = 20)**PART D****Answer any 2 (10 marks each)**

23. Discuss the classification of information based on purpose.
24. Discuss the functions of MIS.
25. Discuss the Critical Success Factor Method in detail.
26. Explain the different types of data models.

(10 x 2 = 20)