

Reg. No .....

Name .....

**B.B.A. DEGREE END SEMESTER EXAMINATION - OCTOBER 2024****SEMESTER 3 : BUSINESS ANALYTICS****COURSE : 23U3CRBBA10 : BUSINESS INFORMATION SYSTEM***(For Regular - 2023 Admission)*

Time : Three Hours

Max. Marks: 60

**PART A****Answer all questions. Each question carries 1 mark**

1. Describe the conceptual model in information.
2. Explain the term abstract system.
3. Explain the term relational data model.
4. Explain the term planning information.
5. Explain multi voting technique in decision making.
6. Explain the term directive information.
7. Define the term Critical Success Factor.
8. Explain the term closed system

**(1 x 8 = 8)****PART B****Answer any Six of the following questions. Each question carries 2 marks**

9. Explain the concept of MIS is need based as well as exception based.
10. Describe the term transactional model of communication.
11. Explain the term super system with the help of an example.
12. Explain the term economies of scale.
13. Describe the term interactive model of communication.
14. Define the term system conformation and list the different system configuration .
15. Explain the threat of new entries in business under Porter's five forces model.
16. List any two reports in HR information system.

**(2 x 6 = 12)****PART C****Answer any four of the following questions. Each question carries 5 marks**

17. Explain the term control system and also give an example on how MIS supports the control system in marketing.
18. Explain the use of control principle in system.
19. Discuss three various reports in MIS by which the HR activities of an organisation is supported.
20. Explain the wick's model of organising.
21. Explain the cost benefit analysis in decision making.
22. Discuss the dimensions of information.

**(5 x 4 = 20)**

**PART D**

**Answer any two of the following questions. Each question carries 10 marks**

23. Discuss the different types of MIS system.
24. Explain the term feedback control. Explain the advantages and disadvantages of feedback control system.
25. Discuss the impact MIS on its users.
26. Discuss the term quality of information and also discuss about the criteria for judging quality of information.

**(10 x 2 = 20)**