Reg. No ..... Name **24U367**

B.B.A. DEGREE END SEMESTER EXAMINATION - OCTOBER 2024

SEMESTER 3 : INTEGRATED MARKETING AND NEW MEDIA

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

(For Regular 2023 Admission and Improvement/Supplementary 2022/2021/2020 Admissions)

Time : Three Hours Max. Marks: 60

PART A

Answer All (1 mark each)

1. Identify one situation wherein the accuracy of information is very important.
2. List some examples of super computers.
3. Explain the term hierarchical model of information.
4. List one example for physical system.
5. Explain the intuititve method of decision making.
6. Identify the use of control system in an organisation.
7. List the starting point of CSF method.
8. Describe the conceptual model in information.

(1 x 8 = 8)

PART B

Answer any 6 (2 marks each)

9. Explain the term break even analysis.
10. Describe the term transactional model of communication.
11. Distinguish between hierarchical model and network model.
12. Explain the Herbert Simon Model of decision making.
13. Explain the bargaining power of suppliers in business under Porter’s five forces model.
14. Explain the quality of a perfect information.
15. Explain the concept of MIS is future oriented.
16. Explain the term E R model Business information system with the help of an example.

(2 x 6 = 12)

PART C

Answer any 4 (5 marks each)

17. Discuss the planning process of MIS needs of an organisation.
18. Explain the wick's model of organising.
19. Discuss the Decision Making process.
20. Describe term source of information.
21. Explain the use of control principle in system.
22. Explain the marginal cost analysis in decision making.

(5 x 4 = 20)

PART D

Answer any 2 (10 marks each)

23. Discuss the functions of MIS.
24. Explain the different levels of enterprise data model.
25. Discuss the ways by which MIS can be used for the controlling function of an organisation.
26. Discuss the term quality of information and also discuss the criteria for judging quality of information.

(10 x 2 = 20)