B.B.A. DEGREE END SEMESTER EXAMINATION - OCTOBER 2025
SEMESTER 3 : BUSINESS ANALYTICS
COURSE : **23U3CRBBA10 : BUSINESS IN**FORMATION SYSTEM

(For Improvement/ Supplementary - 2023 Admission)

Time : Three Hours   Max. Marks: 60

PART A
Answer All (1 mark each)

1. Explain the term open system.
2. List the different types of data model.
3. Explain the term control system.
4. Explain the term knowldege management system.
5. Identify the use of control system in an organisation.
6. Explain the term organisation information.
7. Explain the Conceptual entity model.
8. List the elements of conceptual information.

(1 x 8 = 8)

PART B
Answer any 6 (2 marks each)

9. Explain the tools for assessing the information needs.
10. Explain the term SWOT analysis.
11. Explain the term executive information system.
12. Identify the users of tactical information.
13. Explain the term graph data model.
14. Explain the concept of Barriers to entry in Porters' five model.
15. Define the term marketing information system.
16. Explain the economic dimentions of information.

(2 x 6 = 12)

PART C
Answer any 4 (5 marks each)

17. Explain the term accuracy in quality of information.
18. Distinguish between feed forward control system and feedback control system.
19. Explain the Herbert Simon Model.
20. Discuss the planning process of MIS needs of an organisation .
21. Explain the term control system give an example of how MIS supports the control system in HR.
22. Explain the principle of bounded rationality model in organisation.

(5 x 4 = 20)

PART D
Answer any 2 (10 marks each)

23. Discuss the different challenges faced by MIS in different levels of the organisation.
24. Explain the advantages and disadvantages of CSF Approach.
25. Discuss the integration of organisation and information system with the help of examples.
26. Discuss the differences between data and information.

(10 x 2 = 20)