

UNIT-IV

8. (a) What do you mean by Data base Management System (DBMS) ? Discuss the component of DBMS. [5]
- (b) Discuss the advantages of Database Management System over file base system. [5]
9. What is Distributed database ? Discuss the advantages of distributed database. [10]

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Question Paper Code : 1743

B.B.A. (Semester-IV) Examination, 2018

INFORMATION MANAGEMENT

[BBA - 404]

Time : Three Hours]

[Maximum Marks : 70

Note : Answer **five** questions in all. Question **No.1** is **compulsory**. Besides this, **one** question is to be attempted from each Unit.

1. Answer the following : [3×10=30]
- (a) What is system ? Discuss with example.
- (b) Difference between Structured and Unstructured decision.
- (c) What is primary Key ? Explain with example.
- (d) Discuss why Information is required for running any business.
- (e) Differentiate between implicit and explicit knowledge.

- (f) What is Customer Relationship Management (CRM) ?
- (g) Differentiate between open system and closed system.
- (h) List the implementation methodology of an ERP Software project.
- (i) Define efficiency and effectiveness with reference to decision making.
- (j) Difference between A.I. systems and expert system.

UNIT-I

- 2. What is Information System ? Discuss the component of Information System in detail with suitable diagram.[10]
- 3. (a) Models are classified as strategic, Tactical and operational. What is the purpose of such Classification.Give a name of Information system that works at each Level. [5]
- (b) Discuss the stakeholder of system. [5]

UNIT-II

- 4. (a) What is Enterprise Resource Planning (ERP). Discuss the advantages of ERP implementation. [5]
- (b) What is Business process Re-engineering (BPR). Discuss the advantage and disadvantage of BPR. [5]
- 5. What do you mean by functional information system. Discuss, how Marketing Information System helps marketing executive in business organization. [10]

UNIT-III

- 6. What is an Executive Information System (EIS) ? What are the features of EIS ? Also discuss how EIS differ from Traditional information system. [10]
- 7. (a) What is decision support system. Discuss Simon's decision making process with neat sketch. [5]
- (b) With neat diagram, discuss the component of Decision Support System. [5]