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Question Paper Code : 40342

M.B.A. DEGREE EXAMINATION, MAY/JUNE 2016

Second Semester

BA 7205 – INFORMATION MANAGEMENT

(Regulations 2013)

Time : Three Hours

Maximum : 100 Marks

Answer ALL questions.

PART – A (10 × 2 = 20 Marks)

1. List the components of any information system.

2. Idealize the differences between knowledge and information.

3. Elucidate the advantages of object oriented analysis and design over traditional methodologies.

4. Clarify the purpose of decision tables with an example.

5. Is concurrency important in databases ? Justify.

6. Analyze the importance of data marts.

7. Bring out the advantages of error detection in information systems.

8. Explain the drawbacks of software audits.

9. Describe any four features of e-governance.

10. Illustrate the various CMM levels.

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PART – B (5 × 13 = 65 Marks)

11. (a) With necessary diagrams, list and explain the components of any information systems with an example.

OR

(b) Analyze the role of knowledge management systems in business organizations. Equate your justifications considering globalization as a main component.

12. (a) Consider online reservation system for a library. With any two UML diagrams, model your information system. Justify the reasons for the diagrams you have chosen for the same.

OR

(b) List the various ways through which an information system can be analyzed and designed. Compare and contrast any two methods of your own choice.

13. (a) Explain DBMS, RDBMS. Bring out the differences between the two. Explain the advantages and features of both. Which one will be your preference to design an information system ? Justify.

OR

(b) Analyze the reasons for which one can employ databases over traditional files. Bring out how it improves their business decision making and performance with your own experience.

14. (a) Considering your organization's day-to-day activities, identify the various cybercrimes possible due to introduction of information systems. Idealize your thoughts to overcome the same.

OR

(b) Visualize your own organization that provides online business solutions. Advertise your company that best illustrates the security mechanisms provided to your customers.

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15. (a) Comment your view on digitalization. Explain the impacts of introducing the same in any business organizations. Examine how the same could improve the profitability of an organization.

OR

(b) If you were given a chance to act as a Minister of State for IT, what would be your first priority in implementing e-governance ? Bring out your initiatives with your own experience and examples.

PART – C (1 × 15 = 15 Marks)

16. (a) Assume a school offers "Community School" classes after school hours. The majority of the programs are adult continuing education such as computer courses, personal finance, ballroom dancing, yoga, and photography. The director of these programs is having a hard time getting the recordkeeping done. Most of the records and course matching is done using spreadsheets. A modernization effort is underway, which includes building integrated application and database systems to perform basic business functions. The director has asked for your team to provide him with a functional system model and design with commentary about potential issues that could arise with the system. Considering the scenario, answer the following :

(a) Model the information systems with DFD. (10)

(b) Explain the security mechanisms you would provide to keep data safe. (5)

OR

(b) Considering the above scenario and answer the following questions :

(a) Model the information system with an ER diagram. (10)

(b) Analyze the ways through which the data mining approach would help the director in this information system. (5)

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