

#### 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]

----- X -----

## 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]