

END TERM EXAMINATION

FIFTH SEMESTER [BBA] DECEMBER 2024

Paper Code: BBA305

Subject: Information Systems Management

Time: 03:00 Hours

Maximum Marks:75

Note: Attempt all questions as directed. Internal choice is indicated.

- Q1 Answer **any Five** of the following questions: **(5x5=25)**
- a) Discuss the purpose and importance of Information Systems Management (ISM) in modern business organizations.
 - b) What is the relevance of information in decision-making? What characteristics make information valuable for effective decision-making processes?
 - c) Discuss Data Definition Language (DDL) and Data Manipulation Language (DML). What types of commands are included in DDL and DML?
 - d) What are aggregate functions in SQL? Discuss their significance in data analysis and reporting.
 - e) Describe the importance of system analysis in the system development process. What techniques are commonly used during system analysis?
 - f) Explain the quantitative aspects of Cost Benefit Analysis. How are costs and benefits measured?
 - g) What is end-user development? What challenges does it present to organizations?
 - h) What is Transaction Processing System (TPS). Discuss its key features and its role in an organization's daily operations.

- Q2 Analyze the objectives of Information Systems Management (ISM) and their alignment with business goals. Discuss the prerequisites for effective ISM and the challenges that organizations face in meeting these prerequisites, and how can they be overcome? **(12.5)**

OR

- Q3 a) What are the different sources of information available for decision-making? Evaluate the pros and cons of these sources in terms of reliability and relevance. **(6.5)**
- b) Describe the components of ISM and their respective roles in supporting business operations. How can organizations optimize these components for better performance? **(6)**

- Q4 a) Discuss the Entity-Relationship model and its significance in database design. How do ER diagrams assist in visualizing and structuring data requirements? **(6.5)**
- b) Discuss the significance of integrity constraints in relational databases. How do they help maintain data accuracy and reliability? **(6)**

OR

- Q5 Discuss the significance of normalization process in database design. Explain the different normal forms with suitable examples, and how does each address data redundancy and integrity issues? **(12.5)**

P.T.O.

- Q6 a) Compare and contrast the Waterfall and Spiral models of system development. What are the strengths and weaknesses of each approach? **(6.5)**
b) Discuss the concept of prototyping in system development. What are its advantages and disadvantages compared to traditional System Development Life Cycle (SDLC) approaches? **(6)**

OR

- Q7 What are the characteristics that differentiate one type of system from another? Discuss the different types of systems: open, closed, deterministic, and probabilistic. How do these classifications affect the design and functionality of a system? **(12.5)**

- Q8 Discuss the importance, advantages and challenges of using Knowledge Management Systems in modern organizations. How does it support knowledge sharing, innovation, and organizational learning? **(12.5)**

OR

- Q9 a) What is a Decision Support System? Discuss its key characteristics and how it aids managerial decision-making. **(6.5)**
b) Explain the role of Expert Systems in business decision-making. Discuss one example of how Expert Systems are used in the healthcare sector. <https://www.ggsipuonline.com> **(6)**

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