

THE KAVERY ENGINEERING COLLEGE
(An Autonomous Institution)

MBA DEGREE END SEMESTER THEORY EXAMINATIONS, NOV /DEC 2024

First Semester

Master of Business Administration

PMBT2406 / BA4106 - Information Management

Regulations - 2021 & 2024

Duration : 3 Hrs

Maximum : 100 Marks

PART - A (ANSWER ALL QUESTIONS) (Marks 10*2=20)

<i>Q.No</i>	<i>Questions</i>	<i>BLT</i>	<i>CO</i>	<i>Marks</i>
1.	Differentiate data and information.	UN	1	2
2.	Explain information system with examples.	UN	1	2
3.	Distinguish between decision table and data flow diagram.	UN	2	2
4.	Categorize the classification of UML diagrams used in system design.	UN	2	2
5.	Elucidate the advantages of a data warehouse.	RE	3	2
6.	What do you understand by data mart?	RE	3	2
7.	Comment on disaster management.	RE	4	2
8.	Explain the role of security in business.	UN	4	2
9.	Bring out the meaning of cloud computing.	RE	5	2
10.	Identify the advancements in AI.	UN	5	2

PART - B (ANSWER ALL QUESTIONS) (Marks 5*13 = 65)

<i>Q.No</i>	<i>Questions</i>	<i>BLT</i>	<i>CO</i>	<i>Marks</i>
11.	a How are information systems employed in business organizations to improve their efficiency?	RE	1	13
	Or			
	b Recall the evaluation of information systems and its types.	RE	1	13
12.	a Describe the concepts and procedure used in developing data flow diagrams with suitable Illustration.	EV	2	13
	Or			
	b Elaborate the process of systems development methodologies and systems analysis.	EV	2	13
13.	a Define database and discuss the features, objectives and advantages of data base.	RE	3	13
	Or			
	b How would you differentiate the DBMS and RDBMS?	RE	3	13
14.	a Explain the components and functions of a knowledge-based decision support system.	UN	4	13
	Or			
	b Discuss the different types of computer crimes with example	UN	4	13

15.	a	Discuss the challenges and limitations of deep learning.	AN	5	13
		Or			
	b	Discuss the advantages and disadvantages of using cryptocurrency as a medium of exchange.	AN	5	13

*PART – C (Marks 1*15 = 15)*

<i>Q.No</i>		<i>Questions</i>	<i>BLT</i>	<i>CO</i>	<i>Marks</i>
16.	a	ABC is one of the largest retail chain stores to uses big data analytics tools to personalize recommendations for its customers by analyzing purchase history, browsing behavior, and demographic data. Recently, customers have raised privacy concerns over targeted ads and personalized recommendations.	AN	5	15
		Questions:			
		i. What steps can the ABC retail chain stores take to protect customer data privacy while maintaining the benefits of personalization?			
		ii. How can big data be used ethically in retail chain store to balance personalization with respect for customer privacy?			
		iii. What tools use to improve the data security for this retail chain?			
		Or			
	b	A food company adopts block chain technology to improve transparency and traceability across its supply chain. This system allows end customers to scan products and view the origin of ingredients. However, suppliers are hesitant to fully adopt the system, citing high implementation costs.	AN	5	15
		Questions:			
		i. How can the company incentivize suppliers to adopt block chain technology?			
		ii. What are the potential benefits of block chain for both the company and its customers?			
		iii. Discuss how block chain improves traceability and trust in the supply chain.			