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Unit-IV

8. (a) Why is "redundancy" bad in database development and management? 5
- (b) Elucidate the benefits and limitations of database management. 5
9. What is database? Explain the differences between centralised and distributed database.

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Roll. No. \_\_\_\_\_

**MS-3173**

B.B.A. (IV-Semester) Examination, 2015

**INFORMATION MANAGEMENT**

(BBA-404)

*Time Allowed : Three Hours ] [ Maximum Marks : 70*

Note : Answer five questions in all. Question No.1 is compulsory. In addition, attempt one question from each Unit.

1. Answer the following in brief:  $3 \times 10 = 30$
- (a) Why information has no specification but it has a character and value?
- (b) Differentiate between data processing and information processing.
- (c) Discuss the information needs to various level of management.
- (d) Differentiate between physical and abstract system.

(2)

- (e) Why functional information systems are the back-bone to any organisation?
- (f) What are the benefits of Electronic Data Interchange (EDI)?
- (g) What is Enterprise Resource Planning (ERP)? What factors are important while selecting ERP package?
- (h) What are the characteristics of Decision Support System (DSS)?
- (i) What are the advantages of an expert system?
- (j) Differentiate between Database Management System (DBMS) and Data Warehouse.

Unit-I

- 2. What is data and how it is different from information? How is information system used for strategic planning, operational control and management control? 10
- 3. Define Information System. Why Information Systems are required? Explain various types of Information Systems. 10

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Unit-II

- 4. What is Marketing Information System? What is the basic information required for Marketing Information System? What are its outputs? 10
- 5. (a) What is Business Process Re-engineering (BPR)? Discuss its advantages and disadvantages. 5
- (b) What is Supply Chain Management (SCM)? Describe the basic components of SCM. 5

Unit-III

- 6. What is the purpose of Transaction Processing System (TPS)? Explain the difference between batch processing and on-line transaction Processing. What are the different types of output from TPS? 10
- 7. (a) What is an executive information system? Why these systems are used in an organisation? 5
- (b) What is knowledge? Discuss the characteristics and need of knowledge management system? 5

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P.T.O.