

(Please write your Exam Roll No.)

Exam Roll No. ....

# END TERM EXAMINATION

FOURTH SEMESTER [BBA] JULY 2023

Paper Code: BBA-210

Subject: Information Systems Management  
(Upto Batch 2020)

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions.

- Q1 Distinguish between data and information? Explain the sources and different type of information required by an organization. (15)
- Q2 "Information is a source of learning. But unless it is organized, processed, and available to the right people in a format for decision-making, it is a burden, not a benefit." In the context of given statement explain the role of information in decision making. (15)
- Q3 How would you define a system? Explain the different types of systems and the relevance of each system? (15)
- Q4 Write short notes on **any three**:- (5x3=15)  
(a) Components of expert system  
(b) Prototyping  
(c) Coupled and Decoupled System  
(d) Usefulness of Multimedia approach for Information Processing
- Q5 "Cost -Benefit Analysis is important for information system planning" Justify. What are the qualitative and quantitative aspects of cost and benefit analysis? (15)
- Q6 What is the waterfall approach of system development? What are the steps involved in developing a waterfall model? (15)
- Q7 Write short notes on following:- (5x3=15)  
(a) Components of MIS  
(b) Components of DSS  
(c) Business Intelligence Applications
- Q8 What is system design? Explain the objectives and steps involved in design phase. (15)

\*\*\*\*\*