

THE KAVERY ENGINEERING COLLEGE*(An Autonomous Institution)***UG/PG DEGREE END SEMESTER THEORY EXAMINATIONS, APRIL-MAY 2026*****First Semester*****Master of Business Administration****PMBT2406- INFORMATION MANAGEMENT*****Regulations - 2024******Duration: 3 Hrs.******Maximum: 100 Marks******PART – A (ANSWER ALL QUESTIONS) (Marks 10*2=20)***

<i>Q.No</i>	<i>Questions</i>	<i>BTL</i>	<i>CO</i>	<i>Marks</i>
1.	Differentiate data and information	L2	1	2
2.	Relate enterprise and functional information system.	L1	1	2
3.	Write a note on DFD.	L1	2	2
4.	Interpret the term Entity-Relationship (ER) model and provide one example of an entity.	L2	2	2
5.	Compare RDBMS and RODBMS.	L2	3	2
6.	Recall any two benefits of data warehousing.	L1	3	2
7.	Write a note on disaster management.	L1	4	2
8.	State one area where Knowledge-Based Decision Support System can help in decision making.	L2	4	2
9.	Distinguish between persuasive computing and cloud computing.	L2	5	2
10.	Give any two benefits of quantum computing.	L1	5	2

PART – B (ANSWER ALL QUESTIONS) (Marks 5*16 = 80)

<i>Q.No</i>	<i>Questions</i>	<i>BLT</i>	<i>CO</i>	<i>Marks</i>
11. a	Trace the evolution of information management. Explain the ways you apply the principles of traditional record-keeping to solve problems in today's digital information management systems?	L3	1	16
	Or			
b	Examine how information management differs across strategic, tactical, and operational levels of hierarchy. What patterns can you identify in the type and depth of information required at each level?	L3	1	16
12. a	Identify the strengths and limitations of Agile and Waterfall methodologies in managing large-scale information systems. Under what conditions would one be more effective than the other?	L3	2	16
	Or			
b	Enumerate how would you use UML tools to model and manage information flow across different functional departments in an organization?	L3	2	16

13.	a	Asses the evolution of DBMS from hierarchical and network models to relational and object-oriented models. How has this transition influenced data consistency and accessibility in organizations?	L4	3	16
		Or			
	b	Compare and contrast the differences between data marts and data mining in terms of purpose, structure, and application. How do they complement each other in business intelligence?	L4	3	16
14.	a	Evaluate the impact of combining social media analytics with mobile platforms on customer engagement strategies. Propose an integrated information management model that leverages both for competitive advantage	L5	4	16
		Or			
	b	Appraise the major types of computer crimes and discuss the ways in which they exploit weaknesses in web-based information management systems.	L5	4	16
15.	a	Examine the integration of deep learning with big data analytics changes the way organizations process, store, and interpret large-scale information. What challenges arise in this process?	L3	5	16
		Or			
	b	Identify the relationship between blockchain and cryptocurrency in terms of data integrity, decentralization, and risk management. How do these features influence information management practices?	L3	5	16
