Register No : _____

THE KAVERY ENGINEERING COLLEGE

(An Autonomous Institution)

MBA DEGREE END SEMESTER THEORY EXAMINATIONS, NOV/DEC 2025

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)*

Q.No	*Questions*	*BTL*	*CO*	*Marks*
1.	List any two key distinctions between data and information.	L2	1	2
2.	Identify the primary purpose of a functional information system within an enterprise.	L2	1	2
3.	Clarify the significance of a decision table in documenting complex business rules.	L1	2	2
4.	Illustrate the objective of using UML diagrams in Object-Oriented Analysis and Design.	L2	2	2
5.	How a Data Mart differs from a Data Warehouse in scope and purpose?	L1	3	2
6.	Recall any two advantages of using a Relational Database Management System (RDBMS) for enterprise applications.	L1	3	2
7.	What is meant by information system vulnerability in the context of enterprise security?	L1	4	2
8.	Brief the role of social media integration in modern information systems.	L1	4	2
9.	Summarize the relationship between quantum computing and artificial intelligence.	L2	5	2
10.	How block chain enhances the trust mechanism in digital transactions?	L1	5	2

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

Q.No			*Questions*	*BLT*	*CO*	*Marks*
11.	a	i	Evaluate how different types of information systems support various levels of organizational hierarchy with suitable examples.	L5	1	8
		ii	Explain the role of enterprise information systems in improving cross-functional integration within a large organization.	L5	1	8
			Or			
	b	i	Assess how the evolution of information systems has influenced modern business decision-making processes.	L5	1	8
		ii	Explain the relationship between data, information, and information systems, and evaluate how this relationship drives organizational efficiency.	L5	1	8

12.	a	i	Discuss the various system development methodologies influence to the effectiveness of systems analysis and design in a large enterprise project.	L4	2	8
		ii	Develop the interrelationship between Data Flow Diagrams and Entity Relationship models while designing a comprehensive information system.	L4	2	8
			Or			
	b	i	Evaluate the impact of applying Object-Oriented Analysis and Design principles using UML diagrams on reducing system development risks.	L4	2	8
		ii	Estimate how decision tables can be integrated with other modeling techniques to improve the accuracy of system design specifications.	L4	2	8
13.	a		Demonstrate how you would integrate Data Mining techniques with an existing RDBMS to discover customer purchase patterns in a large e-commerce platform.	L4	3	16
			Or			
	b		Examine the principles of OODBMS to model and implement a multimedia library system that manages images, audio, and video objects efficiently.	L4	3	16
14.	a		'Mobile technologies can be integrated with enterprise information systems to strengthen knowledge-based decision support in a large organization' – Analyze the statement.	L4	4	16
			Or			
	b		Examine the interrelationship between security measures, web protection strategies, and the prevention of computer crimes in an integrated information environment.	L4	4	16
15.	a		Evaluate the strategic impact of integrating big data analytics, cloud computing, and IoT on enterprise competitiveness.	L5	5	16
			Or			
	b		Formulate a comprehensive plan to leverage advancements in deep learning and block chain for transforming large-scale healthcare systems.	L5	5	16