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Question Paper Code	13794
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MBA - DEGREE EXAMINATIONS, APRIL / MAY 2025

Second Semester

Master of Business Administration

20MBT207 / 24MBT207 - INFORMATION SYSTEMS AND BUSINESS ANALYTICS

Regulations – 2020 / 2024

Duration: 3 Hours

Max. Marks: 100

PART - A (10 × 2 = 20 Marks)

Answer ALL Questions

	<i>Marks</i>	<i>K – Level</i>	<i>CO</i>
1. Recall the characteristics of Information.	2	K1	CO1
2. State the components of DSS.	2	K1	CO1
3. Name the ACID Properties.	2	K1	CO2
4. Define the term Dirty Read Problem.	2	K1	CO2
5. List the applications of Big Data in Industries.	2	K1	CO3
6. Rephrase the term Data Mining.	2	K2	CO3
7. Classify the types of Machine Learning.	2	K2	CO4
8. Infer the benefits of Prescriptive Analytics in the field of Marketing.	2	K2	CO4
9. Compare Scorecard and Dashboard.	2	K2	CO5
10. Outline the advantages of Data Visualization.	2	K2	CO5

PART - B (5 × 13 = 65 Marks)

Answer ALL Questions

11. a) Explain the various types of system development methodologies.	13	K2	CO1
OR			
b) Illustrate SDLC life cycle and describe the various software development life cycle methodologies.	13	K2	CO2
12. a) Summarize the types of Data Models.	13	K2	CO2
OR			
b) Describe the problems caused by concurrency and explain the techniques to control them.	13	K2	CO2
13. a) Identify the steps in Business Analytics with a neat diagram.	13	K3	CO3
OR			
b) Utilize the concept of predictive analytics and list the applications for an industry of your choice.	13	K3	CO3

14. a) Analyze Decision Analytics and list its advantages. 13 K4 CO4

OR

b) Examine the process of Web Analytics and explain its types. 13 K4 CO4

15. a) Evaluate the steps involved in data exploration and preparation. 13 K5 CO5

OR

b) Determine the process involved in Data Preparation. 13 K5 CO5

PART - C (1 × 15 = 15 Marks)
(Compulsory)

16. a) A waiter takes an order at a table, and then enters it online via one of the six terminals located in the restaurant dining room. The order is routed to a printer in the appropriate preparation area: the cold item printer if it is a salad, the hot-item printer if it is a hot sandwich or the bar printer if it is a drink. A customer's meal check-listing (bill) the items ordered and the respective prices are automatically generated. This ordering system eliminates the old three-carbon-copy guest check system as well as any problems caused by a waiter's handwriting. When the kitchen runs out of a food item, the cooks send out an 'out of stock' message, which will be displayed on the dining room terminals when waiters try to order that item. This gives the waiters faster feedback, enabling them to give better service to the customers. Other system features aid management in the planning and control of their restaurant business. The system provides up-to-the-minute information on the food items ordered and breaks out percentages showing sales of each item versus total sales. This helps management plan menus according to customers' tastes. The system also compares the weekly sales totals versus food costs, allowing planning for tighter cost controls. In addition, whenever an order is voided, the reasons for the void are keyed in. This may help later in management decisions, especially if the voids consistently related to food or service. Acceptance of the system by the users is exceptionally high since the waiters and waitresses were involved in the selection and design process. All potential users were asked to give their impressions and ideas about the various systems available before one was chosen. 15 K5 CO5

Questions:

1. In the light of the system, describe the decisions to be made in the area of strategic planning, managerial control and operational control?
2. What information would you require to make such decisions?
3. Recommend a more advanced IS rather than just doing transaction processing?