

Reg. No. :

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

**Question Paper Code : 55100**

M.B.A. DEGREE EXAMINATIONS, NOVEMBER/DECEMBER 2025.

First Semester

MB 25102 – INFORMATION MANAGEMENT

(Regulations 2025)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Summarize the characteristics of good information.
2. Define a management information system.
3. Infer the advantages of the Agile Model.
4. What does a UML diagram represent.
5. Outline the differences between a Data Warehouse and a Data Mart.
6. Recall the functions of a DBMS.
7. List the advantages of decision support systems.
8. Infer the applications of machine learning in business.
9. Who is a Chief Information Officer?
10. Spell two roles of IS in data-driven decision-making.

PART B — (5 × 13 = 65 marks)

11. (a) Compare and contrast enterprise information systems and functional information systems.

Or

- (b) Classify the types of information systems based on organizational functions.

12. (a) Construct the phases of the System Development Life Cycle in detail.

Or

- (b) Examine the role of data science in business decision-making.

13. (a) Analyze the evolution of database management systems.

Or

- (b) Identify the steps involved in association rule mining.

14. (a) Inspect how social media and mobile technologies are integrated into modern information systems.

Or

- (b) Analyze how ML and deep learning are transforming decision-making in modern businesses with suitable examples.

15. (a) Examine how IT enables digital transformation and competitive advantage.

Or

- (b) Identify the common reasons for IT project failures.

PART C — (1 × 15 = 15 marks)

16. (a) Explain Data Flow Diagrams, ER diagrams and UML diagrams. Discuss their purpose and how they assist in system design.

Or

- (b) WanderGo, a tourism startup, tracks customer trips and preferences using a mobile-integrated information system. A recent server failure brought the app down during the holiday season, leading to heavy losses.

(i) Elaborate on the disaster management gaps in WanderGo's IS infrastructure. (7)

(ii) Recommend disaster recovery strategies and redundancy planning. How can IS integration improve reliability and reduce downtime? (8)