GNANAM
SCHOOL OF BUSINESS
Wisdom in Business
AUTONOMOUS

Reg. No.: | | | | | | | | | | | | |

Question Paper Code :25M102

MBA DEGREE EXAMINATION APRIL/ MAY 2026
First Semester
MB25102- Information Management
(Regulation: 2025)

Time : 3 Hours | Answer ALL Questions | Max. Marks 100

PART-A (10 x 2 = 20 Marks)

1. Define data and information.
2. List types of information systems.
3. State SDLC.
4. Explain DFD purpose.
5. Recall DBMS.
6. Compare Data Warehouse and Data Mart.
7. List cyber security components.
8. Summarize system vulnerability.
9. List cloud computing features.
10. Identify IT role in strategy.

Part – B (5 x 13 = 65 marks)

11. a) Describe the evolution and classification of Information Systems in organizations.

OR

b) Discuss the role of enterprise information systems in supporting managerial decision-making.

12. a) Use SDLC phases to develop an information system for a business scenario.

OR

b) Demonstrate suitable system development models to improve system performance.

13. a) Examine DBMS architecture and its advantages over traditional file systems.

OR

b) Differentiate how data warehousing and data mining contribute to business decision-making.

14. a) Compare different information security measures used in organizations.

OR

b) Distinguish suitable security mechanisms and disaster recovery strategies.

15. a) Compare the role of AI, IoT, and Blockchain in business operations.

OR

b) Distinguish how different technologies contribute to business performance.

PART C (1 X 15 = 15)

16. a) A mid-sized manufacturing company has implemented multiple information systems, but faces issues such as poor alignment between IT and business goals, weak IT governance, and ineffective decision-making processes. The organization is also struggling to integrate emerging technologies into its operations.

- **Recommend** solutions to align IT with business objectives.
- **Assess** appropriate IT governance mechanisms.
- **Select** measures to improve decision-making and system effectiveness.

OR

b) An e-commerce company is experiencing rapid growth but faces challenges in managing large volumes of data, ensuring information security, and adopting emerging technologies such as AI and cloud computing. These challenges impact operational efficiency and customer satisfaction.

- **Evaluate** solutions for effective data management and security.
- **Choose** suitable technological approaches for system improvement.
- **Justify** strategies to enhance business competitiveness.