

Subject Code: MB917

MBA I Semester [R09] Regular Examinations, February 2011

Data Base Management System

Time: 3 Hours

Max Marks: 60

Answer any FIVE questions All questions carry EQUAL marks

1. a) Define IS. Indicate its significance.
b) Distinguish between physical structure and the conceptual structure of an information system
2. a) List the differences between management information system and executive information system.
b) Explain different types of information systems required at different levels of Management hierarchy.
3. a) What is IS strategic Grid? Explain its role in IS modeling.
b) Briefly explain following:
 - CSFs
 - Earl's multiple methodologies
4. a) List down various methods of minimizing the risk and explain how will they assist for information system security?
b) Explain various alternative approaches for building an information system.
5. a) Give the overall structure of DBMS. Explain various components of it.
b) Briefly explain following: data processing system, data base administration
6. a) Discuss the advantages of DBMS over conventional file processing with Reference to Data Integrity, Atomicity and Concurrency.
b) With the help of a suitable example, explain a hierarchical database model

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7. a) Explain the properties of a transaction that a DBMS must ensure to maintain data in concurrent access of data base and recovery from system failure
- b) Write short notes on data integrity.
8. a) Draw an information system for a marketing manager and describe its inputs, outputs and processing elements.
- b) What is role of MIS in Hotel management?
