

2-5-19

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B.E / B.Tech/ B.Arch (Full Time) DEGREE END SEMESTER EXAMINATIONS, April / May 2019

B.E (CSE)/B.Tech (IT)/B.Arch

VI Semester

IT8602 - INFORMATION MANAGEMENT

(Regulation 2012)

Time : 3 Hours

Answer ALL Questions

Max. Marks 100

PART-A (10 x 2 = 20 Marks)

1. Narrate the characteristics of Information.
2. Write about the types of Information sources.
3. Give the steps for the design of Knowledge based database.
4. Draw diagram depicting the activities of Web content management process.
5. State the need for Business process reengineering.
6. Write the best practices of Business process management.
7. Define Online Analytical Processing (OLAP) and write the types of OLAP systems.
8. What is the relationship between Business intelligence and Business Analytics?
9. Narrate the features of Social marketing.
10. What is Electronic Customer Relationship Management (E-CRM)?.



Part - B (5 x 16 = 80 marks)
(Question No.11 is Compulsory)

11. Discuss about the strategies for identifying the Information Resources. Explain the Information access tools and role of information in Business scenarios.
12. a) State the need for Extract, Transform and Load (ETL) process in Data warehouse? Explain the ETL process in Data warehouse and the ETL tools used.

(OR)

b) Write in detail about the following Databases.

i) Distributed Database.

ii) Object-oriented Database.

13. a) Explain the components of Enterprise Analysis Framework and the techniques and tools used in Enterprise Analysis.

(OR)

b) Discuss about the Six Sigma Process improvement methodology and explain the Quality management tools used by Six Sigma model.

14. a) Write the phases of activities in Data mining and Explain the ID3 decision tree classification algorithm with suitable example.

(OR)

b) What is the need for Data mining Clustering methods? Neatly Write and Explain the K-Means clustering algorithm with suitable Example.

15. a) Explain the Seven Categories of E-Commerce Business models. Use suitable diagrams for your explanation.

(OR)

b) Write in detail about the Functional Areas of Information Management and Roles & Responsibilities of Information Resource Manager.

