



USN 13PL11I9010

10IS72

Seventh Semester B.E. Degree Examination, Dec.2014/Jan.2015
Information Systems

Time: 3 hrs.

Max. Marks:100

**Note: Answer FIVE full questions, selecting
atleast TWO questions from each part.**

PART – A

- 1 a. What is an information system? Explain briefly fundamental roles of IS in business. Give example for each role. (10 Marks)
b. With a neat diagram, explain information system resources. (10 Marks)
- 2 a. Explain the business competitive forces and competitive strategies that appear in the market place. (10 Marks)
b. With neat figures, explain how a customer focused business builds customer value and loyalty using internet. (05 Marks)
c. Explain the concept of building a knowledge creating company and KMS. (05 Marks)
- 3 a. What are transaction processing systems and explain transaction processing cycle. (08 Marks)
b. Explain enterprise collaboration system and the tools associated with it. (06 Marks)
c. What are human resource information system and explain how they support strategic, tactical, operational use of human resources of an organization. (06 Marks)
- 4 a. With a figure, explain how CRM supports 3 phases of the relationship between a business and its customers. (06 Marks)
b. What is ERP? Explain benefits and challenges of ERP. (08 Marks)
c. Explain benefits and challenges of SCM. (06 Marks)

PART – B

- 5 a. Explain essential e- commerce processes. (10 Marks)
b. Explain e – commerce success factors. (10 Marks)
- 6 a. Explain four basic analytical modeling activities involved in DSS. (08 Marks)
b. Discuss about management reporting alternatives. (06 Marks)
c. Explain major application areas of AI. (06 Marks)
- 7 a. Discuss about business ethics and technology ethics. (10 Marks)
b. Explain about tools of security management of IT. (10 Marks)
- 8 a. Explain business/IT planning process and also a IT architecture that is created by strategic business/IT planning process. (10 Marks)
b. Explain political, geo-economic, cultural challenges in global IT management and also explain global business /IT strategies. (10 Marks)

Important Note : 1. On completing your answers, carefully draw diagonal cross lines on the remaining blank space.
2. Any revealing of identification, appeal to evaluator and /or equations written eg, 42+8 = 50, will be treated as malpractice.

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PART - A

- 1 a. Discuss the trends in information systems. (10 Marks)
b. Define cybernetic system with an example. (05 Marks)
c. List and explain the activities of an information system. (05 Marks)
- 2 a. Explain with a neat figure, how a customer focused business builds customer value and loyalty using internet. (10 Marks)
b. How a business uses internet technologies to form a virtual company and alliance with business partners? (10 Marks)
- 3 a. List and explain various transactions processing cycle with a neat diagram. (10 Marks)
b. What is manufacturing information system? Explain computer-integrated manufacturing (CIM) with a neat figure. (10 Marks)
- 4 a. Define CRM. Explain the phases of CRM and support between business and its customers. (10 Marks)
b. What is SCM? Explain how SCM software and internet technologies can help companies re-engineer and integrate the functions of SCM process that support the supply chain life cycle. (10 Marks)

PART - B

- 5 a. Explain the e-commerce process architecture with a neat diagram. (10 Marks)
b. Explain the secure E-payment system, with an example. (10 Marks)
- 6 a. Explain the need for OLAP with a diagram. Also elaborate basic analytical operations used in OLAP. (10 Marks)
b. List the major domain areas of AI and its commercial applications. (10 Marks)
- 7 a. What is hacking? Explain the common hacking tactics to assault the companies. (10 Marks)
b. What is security management? List and explain the important security defenses. (10 Marks)
- 8 a. Explain the major components of business / IT planning process and IT architecture. (10 Marks)
b. Describe the top issues in managing international data communications. (10 Marks)

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