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10IS72

Seventh Semester B.E. Degree Examination, Dec.2019/Jan.2020
Information Systems

Time: 3 hrs.

Max. Marks:100

Note: Answer any FIVE full questions, selecting at least 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. Explain the different modules in a systematic development process for developing information system solutions. (10 Marks)
- 2 a. Explain the business competitive forces and competitive strategies that appear in the marketplace. (10 Marks)
b. With a neat diagram, explain how a customer focused business builds customer value and loyalty using internet. (05 Marks)
c. Explain the concept of 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 neat figure, explain how CRM supports three 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. What is e-commerce? Briefly explain the categories of e-commerce. (05 Marks)
b. Explain essential e-commerce processes. (08 Marks)
c. Explain e-commerce success factors. (07 Marks)
- 6 a. Explain the need for OLAP with a neat 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. Explain ethical responsibilities of business professionals. (10 Marks)
b. Explain the goal of security management. List 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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24 JAN 2020

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

