

CBCS SCHEME



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15IS753

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

Time: 3 hrs.

Max. Marks: 80

Note: Answer any FIVE full questions, choosing ONE full question from each module.

Module-1

- 1 a. Discuss the components of information systems with a neat diagram. (08 Marks)
- b. Explain the various competitive strategies to counter the actions of competitive forces with a neat diagram. (08 Marks)

OR

- 2 a. Discuss the concept of value chain and strategic IS with a neat diagram. (10 Marks)
- b. How to build a knowledge creating company, explain with a neat diagram. (06 Marks)

Module-2

- 3 a. Demonstrate the enterprise application architecture showing various functional areas with a neat diagram. (10 Marks)
- b. Illustrate the enterprise application integration with a new customer order with diagram. (06 Marks)

OR

- 4 a. Explain the Human Resource System with a neat diagram. (10 Marks)
- b. Explain the Financial management system with a neat diagram. (06 Marks)

Module-3

- 5 a. Explain the three phases of CRM with a neat diagram. (08 Marks)
- b. Explain the benefits and challenges of ERP. (08 Marks)

OR

- 6 a. What is SCM? Explain the functional SCM process using internet that supports supply chain life cycle with a neat diagram. (10 Marks)
- b. Explain the trends in SCM with a neat diagram. (06 Marks)

Module-4

- 7 a. Explain the categories of e-commerce. (04 Marks)
- b. Explain the essential e-commerce processes with a neat diagram. (12 Marks)

OR

- 8 a. Explain the requirements to build a web store for the success of e-commerce. (08 Marks)
- b. Explain the key factors in the success of e-commerce. (08 Marks)

Module-5

- 9 a. Discuss the difference between management information systems and decision support system. (06 Marks)
- b. What is decision support system? With a neat diagram, explain the web-enabled marketing decision support system. (10 Marks)

OR

- 10 a. Explain the components of enterprise portal with a neat diagram. (12 Marks)
- b. Write on overview of artificial intelligence in business. (04 Marks)

- 1 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.