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10IS72

**Seventh Semester B.E. Degree Examination, Aug./Sept.2020**  
**Information Systems**

Time: 3 hrs.

Max. Marks:100

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

**PART - A**

- 1 a. Explain the fundamental role of Information systems in business. Explain briefly. (10 Marks)  
b. Explain the Information System Resources and activities. (10 Marks)
- 2 a. Illustrate with a neat diagram, explain the competitive strategies and competitive forces that appear in the market place. (10 Marks)  
b. Define Reengineering. Discuss the ways that Business process reengineering differs from Business improvement. (06 Marks)  
c. Discuss how to build a knowledge creating company. (04 Marks)
- 3 a. With the help of neat sketch, explain the enterprise application architecture illustrating the major function enterprise application and their inter relationship. (10 Marks)  
b. Explain Enterprise Collaboration system and tools associated with it. (05 Marks)  
c. Discuss the following :  
i) Human Resource Information System ii) Financial Management Systems. (05 Marks)
- 4 a. Define CRM. Explain how CRM supports 3 phases of the relationship between a business and its customers. (08 Marks)  
b. Discuss the benefits and challenges of ERP. (06 Marks)  
c. What is SCM? Explain the role of SCM. (06 Marks)

**PART - B**

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- 5 a. Explain E – Commerce process architecture, with a neat diagram. (10 Marks)  
b. Discuss the e – commerce success factors in detail. (10 Marks)
- 6 a. Define MIS. Explain the four major reporting alternatives provided by MIS. (06 Marks)  
b. List the major domain areas of AI and its commercial applications. (08 Marks)  
c. Discuss the basic analytical operations used in OLAP. (06 Marks)
- 7 a. Explain ethical responsibilities of business professionals. (10 Marks)  
b. Explain about tools of security management of IT. (10 Marks)
- 8 a. Explain the IT architectures created by strategic business / IT and its major components. (10 Marks)  
b. Explain Political , Geo – economic , Cultural challenges in global IT Management and also explain global business / IT strategies. (10 Marks)

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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.

