Seventh Semester B.E. Degree Examination, Jan./Feb. 2021
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? Discuss the trends in information systems. **(10 Marks)**
    b.   What are the roles of Information System in business? Explain. **(10 Marks)**

2   a.   Explain the business competitive strategies use of IT and the competitive forces with a neat figure. **(10 Marks)**
    b.   Explain order management process that crosses the boundaries of traditional business functions. **(05 Marks)**
    c.   How IT can help a company be an agile competitor, with help of customers and business partners. **(05 Marks)**

3   a.   Explain with a neat figure, enterprise application architecture that shows overview of major cross-functional enterprise applications and their interrelationships. **(07 Marks)**
    b.   Explain transaction processing cycle with block diagram. **(08 Marks)**
    c.   Discuss the major components of targeted marketing for E-commerce. **(05 Marks)**

4   a.   What is CRM? Explain major application clusters in CRM. **(07 Marks)**
    b.   Explain ERP? Discuss benefits and challenges of ERP. **(07 Marks)**
    c.   What is SCM? Discuss trends in SCM. **(06 Marks)**

PART – B

5   a.   What is E-commerce? Explain with block diagram nine essential categories of E-commerce. **(10 Marks)**
    b.   Discuss the E-commerce success factors. **(07 Marks)**
    c.   With a neat figure, give example of a B2B E-commerce web portal. **(03 Marks)**

6   a.   Explain Briefly the major business application areas of AI. **(10 Marks)**
    b.   What is expert system? Explain the components of expert systems. **(10 Marks)**

7   a.   Explain the ethical responsibility of business professionals? Give ethical principles. **(10 Marks)**
    b.   How is security management of Information Technology handled? **(10 Marks)**

8   a.   Discuss the cultural, political and geo-economic challenges in global IT management. **(10 Marks)**
    b.   With a neat block diagram, explain the major components in managing Information Technology. **(10 Marks)**

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