



10IS72

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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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.