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17IS753

Seventh Semester B.E. Degree Examination, Jan./Feb.2021 Information Management System

Time: 3 hrs.

Max. Marks: 100

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

Module-1

- 1 a. How can you classify business as a system? Explain. (10 Marks)
b. List and describe basic competitive strategies in detail. (10 Marks)

OR

- 2 a. What is virtual company? List the basic business strategies of virtual companies. (10 Marks)
b. Explain customer focused business along with technologies. (10 Marks)

Module-2

- 3 a. Explain the major components for targeted marketing in e-commerce. (10 Marks)
b. State the objective of CIM. (10 Marks)

OR

- 4 a. What is transaction processing system? Explain the stages of transaction processing cycle. (10 Marks)
b. Explain briefly :
(i) Financial management system. (ii) Accounting system. (10 Marks)

Module-3

- 5 a. Define CRM. Explain the phases of CRM. (10 Marks)
b. What is ERP? Explain its benefits and challenges. Also list the costs associated with the implementation of ERP. (10 Marks)

OR

- 6 a. With a neat diagram, explain the trends in SCM. (10 Marks)
b. Explain the major application clusters in CRM. (10 Marks)

Module-4

- 7 a. Define e-commerce. List and explain the different e-commerce success factors. (10 Marks)
b. With a neat diagram, explain the electronic payment system. (10 Marks)

OR

- 8 a. Explain essential E-commerce process architecture. (10 Marks)
b. Explain the web store requirements to host an e-commerce application. (10 Marks)

Module-5

- 9 a. What are the different attributes for information quality? Explain. (10 Marks)
b. Define Artificial Intelligence. Explain application areas of AI. (10 Marks)

OR

- 10 a. Explain expert system with examples and advantages and disadvantages. (10 Marks)
b. Define DSS along with the architectural diagram. (10 Marks)
