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Seventh Semester B.E. Degree Examination, June/July 2017
Information Systems

Time: 3 hrs.

Max. Marks:100

**Note: Answer FIVE full questions, selecting
at least TWO questions from each part.**

PART – A

- 1 a. What are the fundamental roles of information system in business? Explain with suitable figure. (10 Marks)
- b. Mention the types of information system and explain. (05 Marks)
- c. Explain the information system resources. (05 Marks)

- 2 a. How we can build a customer-focused business using internet technologies? (10 Marks)
- b. How could a business use internet technologies to form a virtual company or become an agile competitor? (10 Marks)

- 3 a. What are several e-business applications that you might recommend to a small company to help it survive and succeed in challenging economic times? (10 Marks)
- b. Explain the following with figure (if necessary) : (10 Marks)
 - (i) Cross functional enterprise application.
 - (ii) The transaction processing cycle.
 - (iii) Human resource system.
 - (iv) Accounting system.

- 4 a. What is CRM? Write the three phases of CRM. (06 Marks)
- b. What is ERP? What are its benefits and challenges? (06 Marks)
- c. What is SCM? What are the functions of SCM? Write the stages in use of supply chain management. (08 Marks)

PART – B

- 5 a. What are the requirements in developing a new “web store” for a successful e-commerce business? (10 Marks)
- b. What are the three basic categories of e-commerce? Explain in detail. (10 Marks)

- 6 Explain the following in detail: (20 Marks)
 - a. Decision support system.
 - b. Management information system.
 - c. Executive information system.
 - d. Knowledge management system.
 - e. Expert system.

- 7 a. What can be done to improve the security of business uses of the Internet. Give examples of security measures and technologies you would use. (10 Marks)
- b. What are the ethical responsibilities of a business professional? (10 Marks)

- 8 a. Explain the strategic information planning. (06 Marks)
- b. What are the challenges managers are confronting in the management of global information technologies. (08 Marks)
- c. What are the international Data communication issues? List and explain. (06 Marks)

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