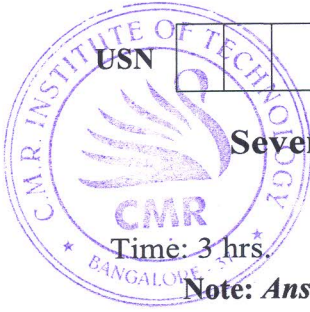


CBCS SCHEME

17IS753



Seventh Semester B.E. Degree Examination, Feb./Mar. 2022 Information Management System

Max. Marks: 100

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

Module-1

- 1 a. Elaborate the types of information system with neat diagram. (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. Portray cybernetic system. Give an example. (10 Marks)

Module-2

- 3 a. Briefly explain the components of targeted marketing. (10 Marks)
b. Illustrate with neat diagram, the different stages of transaction processing cycle and explain them. (10 Marks)

OR

- 4 a. With example, explain financial management system. (10 Marks)
b. State the objectives of computer Integrated manufacturing. (10 Marks)

Module-3

- 5 a. Define CRM? Explain the phases of CRM. (10 Marks)
b. Explain ERP? Explain the benefits and challenges of ERP? (10 Marks)

OR

- 6 a. With a neat diagram, explain the trends in SCM? (10 Marks)
b. What is SCM? Explain the roles and activities of SCM? (10 Marks)

Module-4

- 7 a. Define e-commerce, list and explain the different types of e-commerce. (10 Marks)
b. Explain the Electronic Payment System with a neat diagram. (10 Marks)

OR

- 8 a. Explain E-commerce Process Architecture. (10 Marks)
b. Explain the web-store requirements to host on e-commerce Application? (10 Marks)

Module-5

- 9 a. Define DSS along with the architectural diagram. (10 Marks)
b. Explain the various attributes for Information Quality. (10 Marks)

OR

- 10 a. Define Artificial Intelligence. Explain Application areas of AI? (10 Marks)
b. Explain Expert system with advantages and disadvantages. (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.