



10IS72

**Seventh Semester B.E. Degree Examination, Feb./Mar.2022**

**Information Systems**

Time: 3 hrs.

Max. Marks:100

**Note: Answer any 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 each role with an example. (10 Marks)
- b. What is system? Explain with a neat diagram, the components of Information System. (10 Marks)
- 2 a. Elaborate on the following:  
(i) Building knowledge creating company. (10 Marks)  
(ii) Agile company. (10 Marks)
- b. With a neat diagram, explain the different competitive forces and strategies in a business. (10 Marks)
- 3 a. Explain the enterprise application architecture with a neat diagram. (05 Marks)
- b. Describe enterprise application integration with an example. (05 Marks)
- c. What is targeted marketing? Explain the 5 major components of targeted marketing for electronic commerce application. (10 Marks)
- 4 a. What is ERP? What are the benefits and challenges of ERP? (08 Marks)
- b. What is SCM? Explain the supply chain life cycle with a neat diagram. (06 Marks)
- c. With a neat diagram, explain the phases of CRM. (06 Marks)

**PART - B**

- 5 a. What is e-Commerce? Explain the different e-Commerce success factors. (10 Marks)
- b. With an example, explain B-2-B e-commerce. List the 5 major types of e-commerce market place used by business and explain. (10 Marks)
- 6 a. Define Management Information System. Briefly explain the major reporting alternative provided by Management Information System. (06 Marks)
- b. What is expert system? Explain the components of an expert system with a neat diagram. (08 Marks)
- c. List the major domain area of AI and its commercial application. (06 Marks)
- 7 a. Explain the ethical responsibilities of business professionals and principles of technology ethics. (10 Marks)
- b. What is Hacking? Explain the common hacking tactics to assault companies through the internet and other networks. (10 Marks)
- 8 a. Explain Business/IT planning process and the information technology architecture. (10 Marks)
- b. Write and explain the following:  
(i) Global Business/IT strategies.  
(ii) Internet Access Issue. (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.