



CBCS SCHEME

17IS753

Seventh Semester B.E. Degree Examination, July/August 2022 Information Management Systems

Time: 3 hrs.

Max. Marks: 100

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

Module-1

- 1 a. What is an information system? With neat diagram, explain the role of e-business in business. (10 Marks)
- b. Discuss the various competitive strategies to counter the actions of competitive forces with a neat diagram. (10 Marks)

OR

- 2 a. Explain the various components of an information system with the help of a neat diagram. (10 Marks)
- b. What is a cybernetic system? Explain with an example. (05 Marks)
- c. What is Agility? Explain basic strategies that a business must implement to become an agile company. (05 Marks)

Module-2

- 3 a. Explain the enterprise application architecture with a neat diagram. (10 Marks)
- b. What is targeted marketing? Explain the five major components of targeted marketing for e-commerce. (06 Marks)
- c. Outline the six essential accounting information systems used in business. (04 Marks)

OR

- 4 a. Explain the various activities involved in the transaction processing cycle with a neat diagram. (10 Marks)
- b. Explain the Human Resource Information System with a neat diagram. (10 Marks)

Module-3

- 5 a. What is CRM? Explain the major application components of CRM. (10 Marks)
- b. What is SCM? Explain how SCM Software and Internet Technologies can help companies to reengineer and integrate the functions of SCM that support the supply chain life cycle. (10 Marks)

OR

- 6 a. Explain how CRM supports the three phases of the relationship between a business and its customers. (10 Marks)
- b. What is ERP? Explain the benefits, challenges and trends in ERP. (10 Marks)

Module-4

- 7 a. Explain the E-commerce process architecture with a neat diagram. (10 Marks)
- b. Explain the different types of e-commerce marketplaces and clicks and bricks of e-commerce. (10 Marks)

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.

OR

- 8 a. Explain electronic payment process with an example for secure electronic payment system. (10 Marks)
b. Explain the key success factors in e-commerce. (10 Marks)

Module-5

- 9 a. Explain OLAP with a diagram and also explain the basic analytical operations used in OLAP. (10 Marks)
b. Define Artificial Intelligence. Explain the major application areas of AI and its commercial applications. (10 Marks)

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OR

- 10 a. What are decision support systems? Explain the various types of analytical modeling activities involved in using DSS with suitable examples for each. (10 Marks)
b. Explain the components of an expert system with a neat diagram and also mention its application categories. (10 Marks)

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