10IS72

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

Time: 3 hrs.   Max. Marks:100

Note: *Answer any FIVE full questions, selecting atleast TWO questions from each part.*

PART – A

1 a. Describe in detail an IS Framework for Business Professionals.   **(10 Marks)**
   b. With the supporting diagram, explain different types of Information Systems.   **(10 Marks)**

2 a. Explain briefly basic strategies in the business use of Information Technology.   **(10 Marks)**
   b. What is Knowledge Management System? How it is viewed?   **(05 Marks)**
   c. Write a short note on becoming an Agile Company.   **(05 Marks)**

3 a. With the supporting diagram, explain the enterprise application architecture which presents an overview of the major cross – functional enterprise applications and their interrelationships.   **(10 Marks)**
   b. What is EAI? Explain with a neat sketch, the transaction processing cycle in detail.   **(10 Marks)**

4 a. What is CRM? Explain briefly the three phases of CRM.   **(05 Marks)**
   b. What are the benefits and challenges of ERP?   **(05 Marks)**
   c. What is SCM? Explain the role of SCM with supporting sketches and examples.   **(10 Marks)**

PART – B

5 a. With a neat diagram, explain the e – commerce process architecture which highlights nine essential categories of e - commerce.   **(10 Marks)**
   b. Explain the following :
      i)   Business – to – consumer e - commerce.
      ii) Business – to – Business e – commerce.   **(10 Marks)**

6 a. Define Decision Support Systems. Using DSS, explain the four basic types of Analytical Modeling Activity.   **(10 Marks)**
   b. Define Artificial Intelligence. Explain briefly the Domains of Artificial Intelligence.   **(10 Marks)**

7 a. Explain the following : i) Business Ethics   ii) Technology Ethics.   **(10 Marks)**
   b. Write short notes on : i) E – main Monitoring   ii) Fire Walls.   **(10 Marks)**

8 a. Explain briefly, a Popular approach to managing Information Technology in a large Company.   **(06 Marks)**
   b. Explain the failures in IT Management.   **(08 Marks)**
   c. Write a short note on – the Internet as a Global IT platform.   **(06 Marks)**

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