



CBCS SCHEME

17IS753

Seventh Semester B.E. Degree Examination, Jan./Feb. 2023 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. Discuss the major areas of IS knowledge needed by any IT business professionals. (10 Marks)
b. Explain with a neat diagram, the business competitive strategies and competitive forces that appear in the market place. (10 Marks)

OR

- 2 a. How to build a knowledge creating company? Explain with a neat diagram. (06 Marks)
b. What is virtual company? Explain the business strategies of virtual companies. (08 Marks)
c. Briefly explain the ways that Business Process Reengineering differs from business improvement. (06 Marks)

Module-2

- 3 a. Discuss the Enterprise Application Architecture and its functional areas with a neat diagram. (10 Marks)
b. List and explain various transaction processing cycle with a neat diagram. (10 Marks)

OR

- 4 a. Explain Enterprise Collaboration System and the tools associated with it. (10 Marks)
b. Explain briefly about:
(i) Human Resource Systems (HRM)
(ii) Accounting Systems (10 Marks)

Module-3

- 5 a. Illustrate with a neat diagram, the three phases of CRM and explain how it improves the relationship between business and its customers. (10 Marks)
b. What is SCM? Explain the roles and activities of SCM in Business. (10 Marks)

OR

- 6 a. What is ERP? Write short notes on benefits and challenges of ERP. (10 Marks)
b. Explain the business process in the supply chain life cycle and the functional SCM process that supports them. (10 Marks)

Module-4

- 7 a. Explain E-commerce process architecture with a neat diagram. (10 Marks)
b. Write short notes on:
(i) Business to business ecommerce
(ii) Business to consumer ecommerce (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.

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OR

- 8 a. Explain the secure E-payment system with an example. (10 Marks)
b. List and explain the different kinds of E-commerce Market Places. (10 Marks)

Module-5

- 9 a. What are the four basic types of Analytical Modeling activities used in DSS? Explain each with an example. (10 Marks)
b. Write short notes on:
(i) Knowledge Management Systems
(ii) Enterprise Information Portals (10 Marks)

OR

- 10 a. List and explain the major domain areas of AI and its Commercial Application. (10 Marks)
b. Discuss the need for OLAP with a diagram. Also elaborate basic analytical operations used in OLAP. (10 Marks)
