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10IS72

**Seventh Semester B.E. Degree Examination, Jan./Feb. 2023**  
**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. What is an information system? Explain briefly the fundamental roles of information system in business. (10 Marks)
- b. What are the classifications of information system? Explain with a neat diagram. (10 Marks)
- 2 a. With a neat figure, explain the business competitive strategies and forces that appear in marketplace. (10 Marks)
- b. Define business process-engineering. List some of the key ways that business process reengineering differs from business improvement. (05 Marks)
- c. What is knowledge management system? How it is viewed? (05 Marks)
- 3 a. With a neat diagram, explain the enterprise application architecture illustrating the major cross-functional enterprise applications and their interrelationships. (10 Marks)
- b. What is targeted marketing? Explain the five major components of targeted marketing for electronic commerce. (10 Marks)
- 4 a. What is Customer Relationship Management (CRM)? Explain different phases of CRM. (08 Marks)
- b. What is Enterprise Resource Planning? What are the causes of ERP failure? (06 Marks)
- c. What is Supply Chain Management (SCM)? Explain benefits and challenges of SCM. (06 Marks)

**PART – B**

- 5 a. With a neat diagram explain the essential e-commerce process architecture in detail. (12 Marks)
- b. What are the key factors for success in e-commerce? Explain in detail. (08 Marks)
- 6 a. Define Management Information System (MIS). Explain the four major reporting alternatives provided by the MIS (06 Marks)
- b. What is an expert system? What are the components of expert system? Explain briefly. (08 Marks)
- c. Explain briefly the major application areas of Artificial Intelligence (AI)? (06 Marks)
- 7 a. Explain the ethical responsibilities of Business Professionals. (10 Marks)
- b. What is security management? List and explain the important security defenses. (10 Marks)
- 8 a. With a neat block diagram, explain the three major components of information technology management. (06 Marks)
- b. What are the major dimensions of global e-business technology management? Explain with a neat diagram. (10 Marks)
- c. What are the reasons for IT failure in management? (04 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.