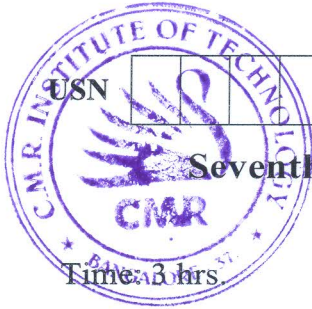


CBCS SCHEME



USN

17IS753

Seventh Semester B.E. Degree Examination, June/July 2023 Information Management System

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 information system? Explain types of information system with a neat diagram. (10 Marks)
- b. Define system. Explain the components of system with a neat diagram. (10 Marks)

OR

- 2 a. Explain business process re-engineering. Also explain Agility. (10 Marks)
- b. Briefly explain managerial challenges of information technology. (10 Marks)

Module-2

- 3 a. Explain briefly about cross functional enterprise application and enterprise application architecture in detail. (10 Marks)
- b. Briefly explain with a neat diagram transaction processing cycle. (10 Marks)

OR

- 4 a. Write a note on enterprise collaboration system. (10 Marks)
- b. Briefly explain human resource systems with strategic, tactical and operational use of human resources of an organization (10 Marks)

Module-3

- 5 a. Define CRM. Explain briefly about three phases of CRM. (10 Marks)
- b. What is ERP? Discuss the benefits and challenges of ERP. (10 Marks)

OR

- 6 a. Explain about the application components of CRM. (10 Marks)
- b. Define SCM. Explain briefly about the benefits and challenges of SCM. (10 Marks)

Module-4

- 7 a. What is E-Commerce? Explain E-Commerce success factors in detail. (10 Marks)
- b. Explain about the various categories of E-Commerce. (10 Marks)

OR

- 8 a. Explain in detail about Business to Business (B2B) electronic commerce. (10 Marks)
- b. Explain secure E payment system with neat diagram. (10 Marks)

Module-5

- 9 a. Explain briefly about management information system and management reporting alternatives. (10 Marks)
- b. Explain about the online analytical modeling process with a neat diagram. (10 Marks)

OR

- 10 a. What is expert systems? Briefly explain about the components of an expert system. (10 Marks)
- b. Briefly explain about Knowledge Management System (KMS) with a neat diagram. (10 Marks)

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