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Seventh Semester B.E. Degree Examination, Dec.2023/Jan.2024
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? With a neat diagram, explain IS framework for Business Professionals. **(08 Marks)**
   b. Explain the different types of Information Systems. **(07 Marks)**
   c. With a diagram, explain the "Cybernetic System". **(05 Marks)**

2 a. Explain the different Competitive Forces and Strategies in Business. **(10 Marks)**
   b. Explain how a Customer – focused business builds customer value and loyalty using Internet. **(10 Marks)**

3 a. With a neat diagram, explain the 'Enterprise Application Architecture'. **(10 Marks)**
   b. Explain On Line Transaction Processing System (OLTP). **(05 Marks)**
   c. Briefly explain the Financial Management Systems. **(05 Marks)**

4 a. What is Customer Relationship Management (CRM)? What are the three phases of CRM? **(10 Marks)**
   b. With a neat diagram, explain how "Supply Chain Management (SCM) and Internet can help companies reengineer and integrate the business processes. **(10 Marks)**

PART – B

5 a. Explain the different categories of e – Commerce. **(05 Marks)**
   b. With a neat diagram, explain the essential e – commerce processes. **(10 Marks)**
   c. Explain Clicks and Bricks in e - commerce. **(05 Marks)**

6 a. What are the different attributes of Information Quality? Explain with a diagram. **(05 Marks)**
   b. Explain the OnLine Analytical Processing (OLAP). **(05 Marks)**
   c. What is Knowledge Management System? With a neat diagram, explain the capabilities and components of Web – based KMS. **(10 Marks)**

7 a. Explain the important aspects of the Security and Ethics in Business / IT. **(05 Marks)**
   b. What is Hacking? With an example, explain the common hacking tactics to assault companies through the Internet and other networks. **(10 Marks)**
   c. Explain how Public key and Private key encryption provides security. **(05 Marks)**

8 a. Explain the major components of Information Technology Management. **(10 Marks)**
   b. What are the major dimensions of Global e – Business Technology Management? Explain in detail. **(10 Marks)**

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