



**Sixth Semester B.E. Degree Examination, Dec.2024/Jan.2025**  
**Information Management System**

Max. Marks: 100

*Note: Answer any FIVE full questions, choosing ONE full question from each module.*

**Module-1**

- 1 a. Explain IS framework for business professionals using appropriate diagram. (10 Marks)
- b. Explain components of an information system in details. (10 Marks)

**OR**

- 2 a. List and describe basic competitive strategies in detail. (10 Marks)
- b. How a business uses internet technologies to form a virtual company and alliance with business partners? (10 Marks)

**Module-2**

- 3 a. Explain the following:
  - i) Manufacturing systems (10 Marks)
  - ii) Financial management systems.
- b. Demonstrate the enterprise application architecture showing various functional areas with a neat diagram. (10 Marks)

**OR**

- 4 a. What is a transaction processing system? Explain the stages of transaction processing cycle. (08 Marks)
- b. What is targeted marketing? Explain major components for e-commerce. (08 Marks)
- c. Explain Accounting systems. (04 Marks)

**Module-3**

- 5 a. What is CRM? Illustrate some of the major application components of a CRM system with a neat diagram. (10 Marks)
- b. Explain how ERP systems support the business process flows and customer and supplier information flows with a neat diagram. (05 Marks)
- c. Explain the trends in ERP. (05 Marks)

**OR**

- 6 a. What is SCM? Explain the functional SCM process using internet that supports supply chain life cycle with a neat diagram. (10 Marks)
- b. Explain the benefits and challenges of SCM. Also explain the trends in SCM with a neat diagram. (10 Marks)

**Module-4**

- 7 a. Explain the e-commerce process architecture with a neat diagram. (10 Marks)
- b. Explain the web store requirements to host an e-commerce application. (10 Marks)

**OR**

- 8 a. Explain electronic payment process. Write a neat diagram of secure electronic payment system with many payment alternatives. (10 Marks)
- b. List and explain the different e-commerce success factors. (10 Marks)

**Module-5**

- 9 a. What is decision support system? With a neat diagram, explain the web-enabled marketing decision support system. (10 Marks)
- b. Explain the components of enterprise portal with a neat diagram. (10 Marks)

**OR**

- 10 a. Explain various attributes of information quality. (10 Marks)
- b. Define Artificial Intelligence. Explain the major applications of AI. (10 Marks)

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