



CBCS SCHEME

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18IS645

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Sixth Semester B.E./B.Tech. Degree Examination, Dec.2025/Jan.2026 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 agility? How a company can become an agile company? How IT can help a company be an agile competitor with the help of customer and business partner? (10 Marks)
- b. Explain the types of Information System. (10 Marks)

OR

- 2 a. What is a System? Explain the concept of a System with suitable example. (08 Marks)
- b. How BUSU can develop competitive strategies to counter the action of competitive forces? (07 Marks)
- c. Explain information system resources. (05 Marks)

Module-2

- 3 a. List and illustrate the tools to enhance the enterprise collaboration. (06 Marks)
- b. How does marketing information system provide information technologies which can support marketing functions? (06 Marks)
- c. With a neat diagram explain the enterprise applications architecture. (08 Marks)

OR

- 4 a. Which are the essential accounting information systems need in business? (04 Marks)
- b. Define batch and online processing system. With a neat diagram explain the transaction processing system in detail. (08 Marks)
- c. How does Enterprise Application Integration (EAI) work? Illustrate the same. (08 Marks)

Module-3

- 5 a. What are three phases of CRM? Explain in detail with a neat diagram. (10 Marks)
- b. Explain in detail supply chain life cycle with a suitable diagram. (10 Marks)

OR

- 6 a. What does CRM stand for? What are the components of CRM? (08 Marks)
- b. List the benefits and challenges of ERP. (06 Marks)
- c. What are the causes of ERP to fail? (06 Marks)

Module-4

- 7 a. Compare between B2C E-commerce and B2B E-commerce. (06 Marks)
- b. Explain the electronic payment process in business E-commerce. What are the basic security measures to be carried out for secure electronic payment process? (08 Marks)
- c. Classify the E-commerce market places with suitable examples. (06 Marks)

OR

- 8 a. Explain in detail the essential e-commerce architecture. (10 Marks)
- b. What are the E-commerce success factors? (10 Marks)

Module-5

- 9 a. What is DSS? With a neat block diagram explain the web enabled marketing DSS. (08 Marks)
- b. List the major domain areas of artificial intelligence and its commercial applications. (08 Marks)
- c. What is the difference between MIS and DSS? (04 Marks)

OR

- 10 a. Interpret OLAP and its operations in detail with suitable diagrams. (07 Marks)
- b. With a suitable diagram, explain the components in Expert System. Also list the methods of knowledge representation. (07 Marks)
- c. Explain the push reporting in MIS with a neat diagram. (06 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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