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Improvement Test – Nov. 2017

| Sub: | Information Systems | | | | | Sub Code: | 10IS72 | Branch: | ISE |
|---|---|---|---|---|---|---|---|---|---|
| Date: | | Duration: | 90 min's | Max Marks: | 50 | Sem / Sec: | A&B | | OBE |

Answer any FIVE FULL Questions

| | | MARKS | CO | RBT |
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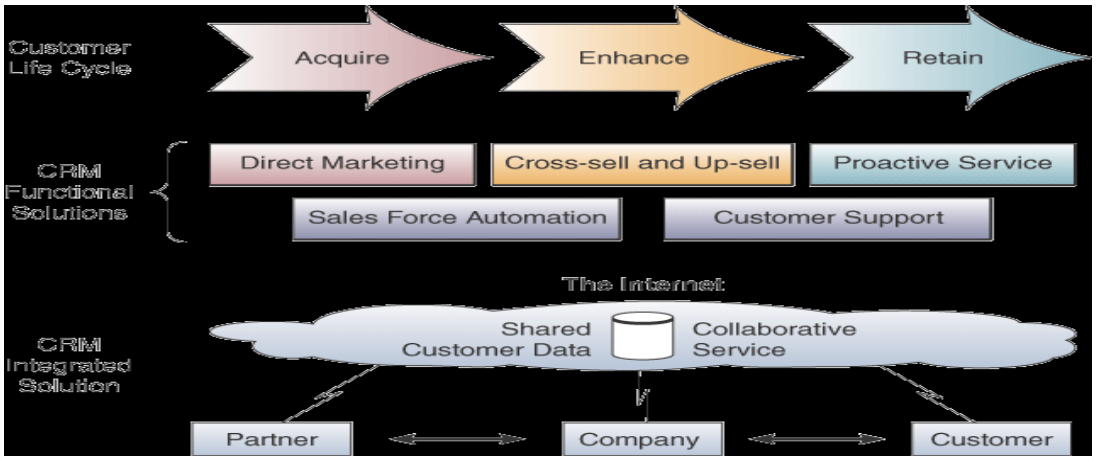
| 1 | **Define CRM. Explain the phases of CRM and support between business and its customers.** | [10] | CO4 | L1 |

- CRM uses information technology to create a cross-functional enterprise system that integrates and automates many of the *customer serving* processes in sales, marketing, and customer services that interact with a company's customers.
- CRM systems also create an IT framework of Web-enabled software and databases that integrates these processes with the rest of a company's business operations.
- CRM systems include a family of software modules that provides the tools that enable a business and its employees to provide fast, convenient, dependable, and consistent service to its customers.

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| 2 | **What is ERP and explain the benefits and challenges of ERP.** | [10] | CO4 | L4 |

- ERP gives a company an integrated real-time view of its core business processes, such as production, order processing, and inventory management, tied together by the ERP application software and a common database maintained by a database management system.
- ERP systems track business resources (such as cash, raw materials), and the status of commitments made by the business (such as customer orders, purchase orders), no matter which department (manufacturing, accounting etc.) has entered the data into system.
- ERP software suites typically consist of integrated modules of manufacturing, distribution, sales, accounting and human resource applications.

FIGURE 8.5
The major application components of enterprise resource planning demonstrate the cross-functional approach of ERP systems.


- **Quality and Efficiency.** ERP creates a framework for integrating and improving a company's internal business processes that result in significant improvements in the quality and efficiency of customer service, production and distribution.
- **Decreased Costs.** Many companies report significant reduction in transaction processing costs and hardware, software and IT support staff compared to the non-integrated legacy systems that were replaced by their new ERP systems.
- **Decision Support.** ERP provides vital cross-functional information business performance quickly to managers to significantly improve their ability to make better decisions in a timely manner across the entire business enterprise.
- **Enterprise Agility.** Implementing ERP systems breaks down many business processes, information systems, and information resources. This results in more flexible organisational structures, managerial responsibilities, and work roles.

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| **3** | **List and explain the SCM functions in detail.**<br>**Supply chain management** is a cross-functional interenterprise system that uses information technology to help support and manage the links between some of a company's key business processes and those of its suppliers, customers and business partners. The goal of SCM is to create a fast, efficient and low-cost network of business relationships, or **supply chain**, to get a company's products from concept to market. A supply chain is also called as a **value chain** since each supply chain process should add value to the products or services a company produces. | [10] | CO4 | L1 |
| **4** | **What is DSS? With a neat block diagram, explain the web-enabled marketing DSS.** | [10] | CO6 | L1 |
| **5** | **Write Short note on**<br>**(1) Decision Support System**<br>**(2) Artificial Intelligence**<br>**(3) Expert Systems**<br>**(4) Management Information Systems** | [10] | CO3 | L4 |

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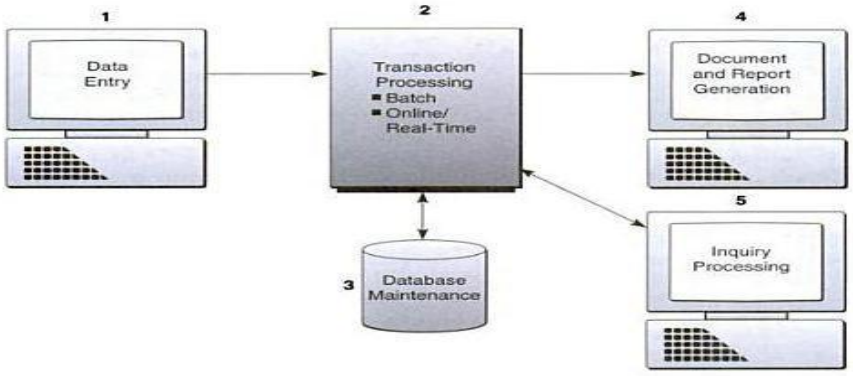
| **6a** | **Write short note on Clicks and Bricks.**<br>Companies having a online and physical store. | [5] | CO6 | L1 |
| **6b** | **Explain the transaction processing system, with an example.**<br>**Transaction processing systems (TPS)** are cross-functional information systems that process data resulting from the occurrence of business transactions. | [5] | CO6 | L4 |

- **Data Entry.** The first step of the transaction processing cycle is the capture of business data. This is done by scanning of bar codes and credit card readers or e-commerce website on the Internet. The proper recording and editing of data so they are quickly and correctly captured for processing is one of the major design challenges of information systems.
- **Transaction Processing.** TPS process data in two basic ways:
- **Batch Processing:** transaction data are accumulated over a period of time and processed periodically.
- **Real Time Processing: (online processing)** data are processed immediately after a transaction occurs. They depend on the capabilities of *fault tolerant* computer systems that can continue to operate even if parts of the system fail.
- **Database Maintenance.** It is done by TPS so that they are always correct and up-to-date. For ex: maintaining proper account balances of credit card holders. Database maintenance ensures that these and other changes are reflected in the data records stored in the company's databases.
- **Document and Report Generation.** TPS produce a variety of documents like purchase orders, paycheques, sales receipts, invoices and customer statements. It also produces reports such as a payroll register, or edits reports that describe errors detected during processing.

FIGURE 7.5 The transaction processing cycle. Note that transaction processing systems use a five-stage cycle of data entry, transaction processing, database maintenance, document and report generation, and inquiry processing activities.




**7a Write Short note on Marketing Systems** [10] CO6 L1

The business function of marketing is concerned with the planning, promotion, and sale of existing markets, and the development of new products and new markets to better attract and serve present and potential customers.

FIGURE 7.8 Marketing information systems provide information technologies to support major components of the marketing function.

Interactive marketing – where customers can become partners in creating, marketing, purchasing, and improving products and services.

- Sales force automation – use mobile computing and internet technologies to automate many information processing activities for sales support and management.
- Other systems – assist marketing managers in customer relationship management, product planning, pricing, and other product management decisions, advertising, sales promotion and targeted marketing strategies, and market research and forecasting.