

**First Internal Assessment Test – September 2016**

<b>Sub:</b>	Information Systems			
Date: <u>06/09/2016</u>	Duration: <u>90</u> mins	Max Marks: <u>50</u>	Sem: <u>VII</u>	

<b>Code:</b>	<b>10IS72</b>
<b>Branch:</b>	<b>ISE</b>

**Note :** Answer any 5 questions

Total marks: 50

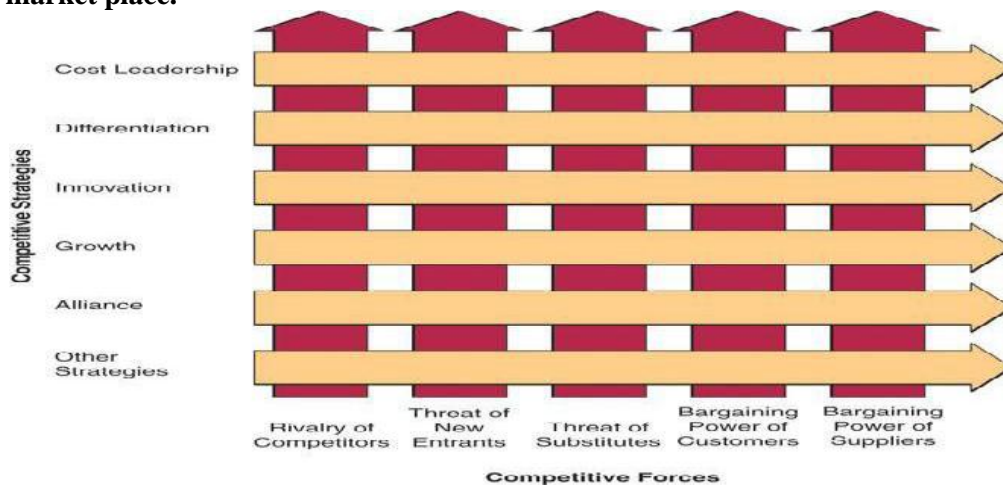
**1. What are the fundamental roles of Information System in Business? Explain briefly.**



Fundamental roles of Information System in Business (with explanation)

- i. Support for strategies for competitive advantages
- ii. Support for Bussiness Decision making
- iii. Support for Bussiness process and operations (3+7)

**2. Explain with a neat diagram the business competitive strategies and competitive forces that appear in the market place.**



**Porter's Competitive Forces Model (5Marks) with explanation**

To survive and succeed, a business must develop and implement strategies to effectively counter the:

- Rivalry of competitors within its industry
- Threat of new entrants into an industry and its markets
- Threat posed by substitute products which might capture market share
- Bargaining power of customers
- Bargaining power of suppliers

**Competitive Strategies:** There are five different strategies to gain competitive advantages in business. **(5M)**

- 1)Cost Leadership
- 2)Differentiation
- 3)Innovation
- 4)Growth
- 5)Alliance

#### **1)Cost Leadership Strategy**

- Becoming a low-cost producer of products and services in the industry, or finding ways to help its suppliers or customers reduce their costs or to increase the costs of their competitors.

#### **2) Differentiation Strategy**

- Developing ways to differentiate a firm's products and services from its competitors'
- Reduce the differentiation advantages of competitors

#### **3)Innovation Strategy**

- Development of unique products and services
- Entry into unique markets or market niches
- Making radical changes to the business processes for producing or distributing products and services that are so different from the way a business has been conducted that they alter the fundamental structure of an industry

#### **4)Growth Strategy**

- Significantly expanding a company's capacity to produce goods and services
- Expanding into global markets
- Diversifying into new products and services
- Integrating into related products and services

#### **5)Alliance Strategy**

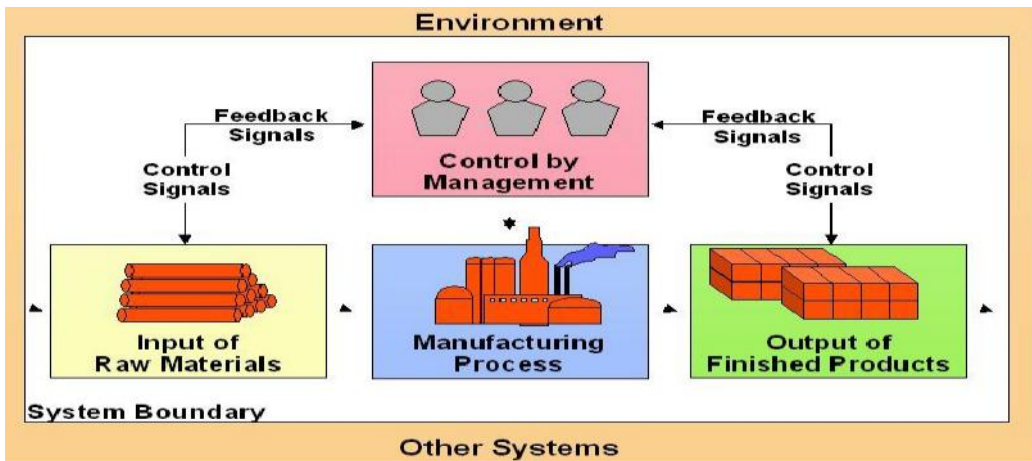
- Establishing new business linkages and alliances with customers, suppliers, competitors, consultants, and other companies

### **3. What is a system? Conceptually Explain the types of Information systems**

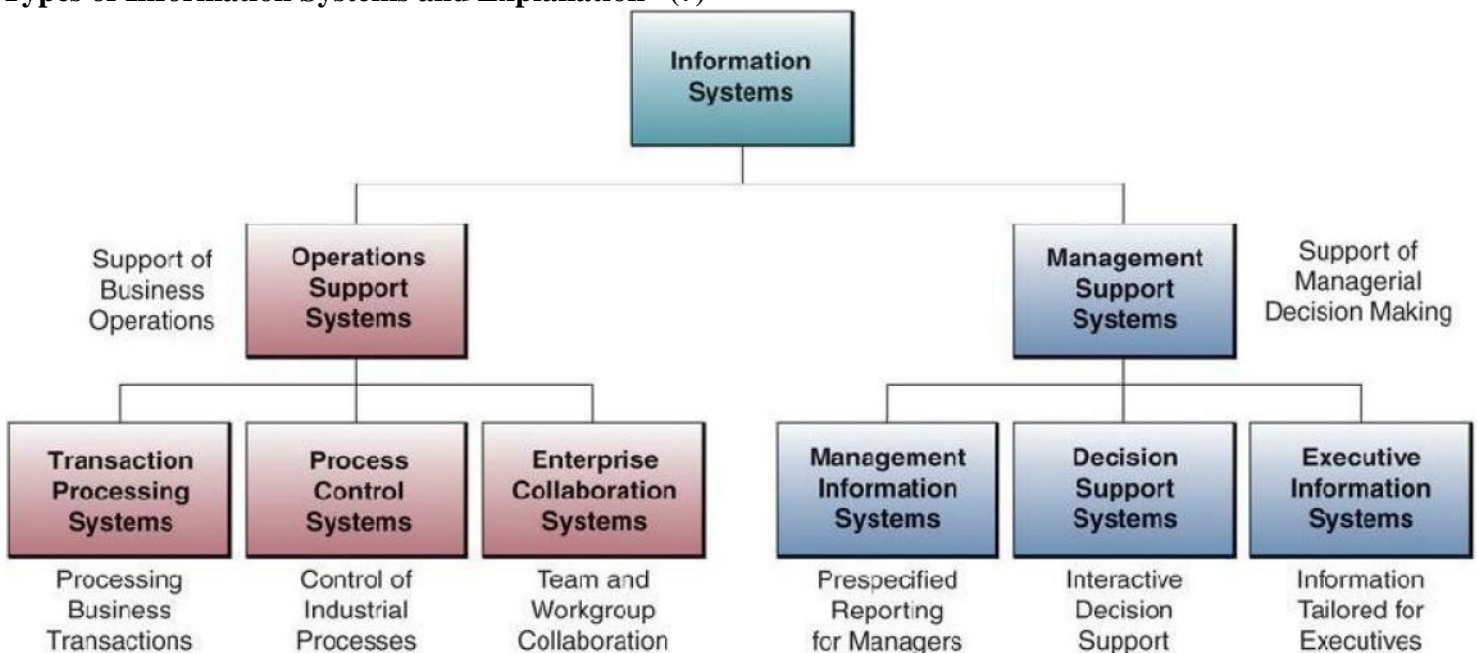
A group of interrelated components, with a clearly defined boundary, working together toward a common goal by accepting inputs and producing outputs in an organized transformation process.

#### **System Components**

- **Input** – capturing and assembling elements that enter the system to be processed for example raw materials must be secured and organized for processing.
- **Processing** – transformation steps that convert input into output examples are a manufacturing process, human breathing process
- **Output** – transferring elements that have been produced by a transformation process to their ultimate destination for example finished products



**Types of Information Systems and Explanation (7)**



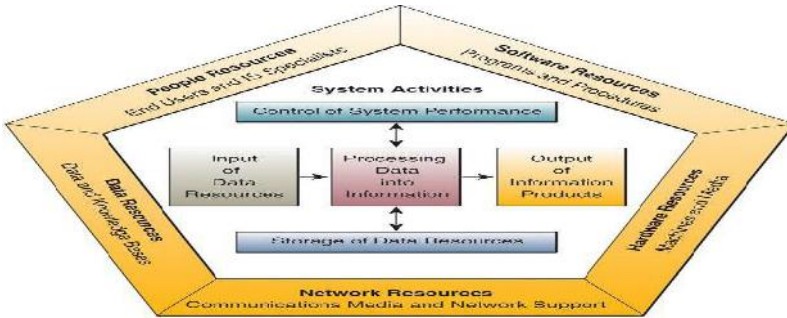
**Q4. With a neat diagram , Explain Information system Activities and resources. (3+3+2)**

**Information System Resources (with explanation)**

- People – end users and IS specialists
- Hardware – physical devices and materials used in information processing including computer systems, peripherals, and media
- Software – sets of information processing instructions including system software, application software and procedures
- Data – facts or observations about physical phenomena or business transactions
- Network – communications media and network infrastructure

**Information Systems Activities (with explanation)**

- Input of Data Resources
- Processing of Data into Information
- Output of Information Products
- Storage of Data Resources
- Control of System Performance



(2 Marks)

**Q5. How to build a Knowledge creating company using IT? (with detailed explanation) (2+5+5)**

**Types of Knowledge**

- Explicit Knowledge – data, documents, things written down or stored on computers
- Tacit Knowledge – the how-tos of knowledge, which reside in workers.

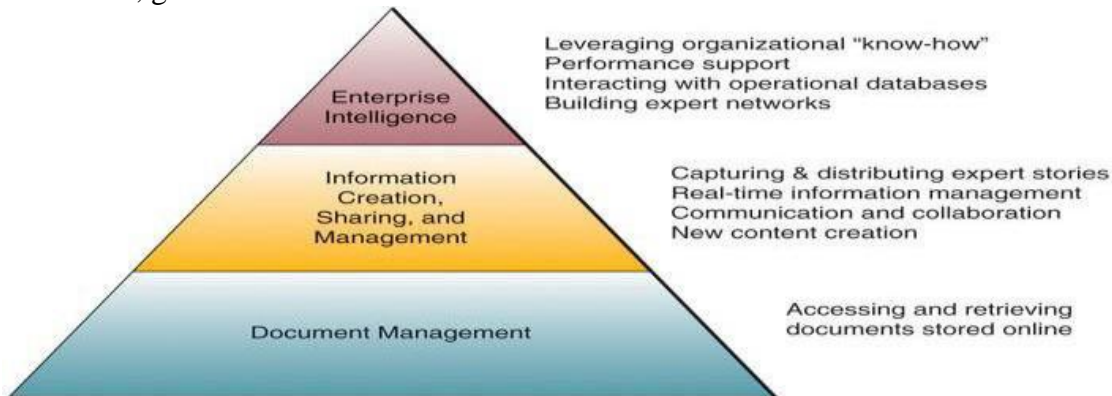
**Knowledge Management**

- Techniques, technologies, systems, and rewards for getting employees to share what they know and to make better use of accumulated workplace and enterprise knowledge.

**Knowledge Management Systems** – manage organizational learning and business know

**Levels of Knowledge Management**

- Information technologies can support many competitive strategies including cost leadership, differentiation, innovation, growth and alliance.



IT can help

- Build customer-focused businesses
- Reengineer business processes
- Businesses become agile companies
- Create virtual companies
- Build knowledge-creating companies

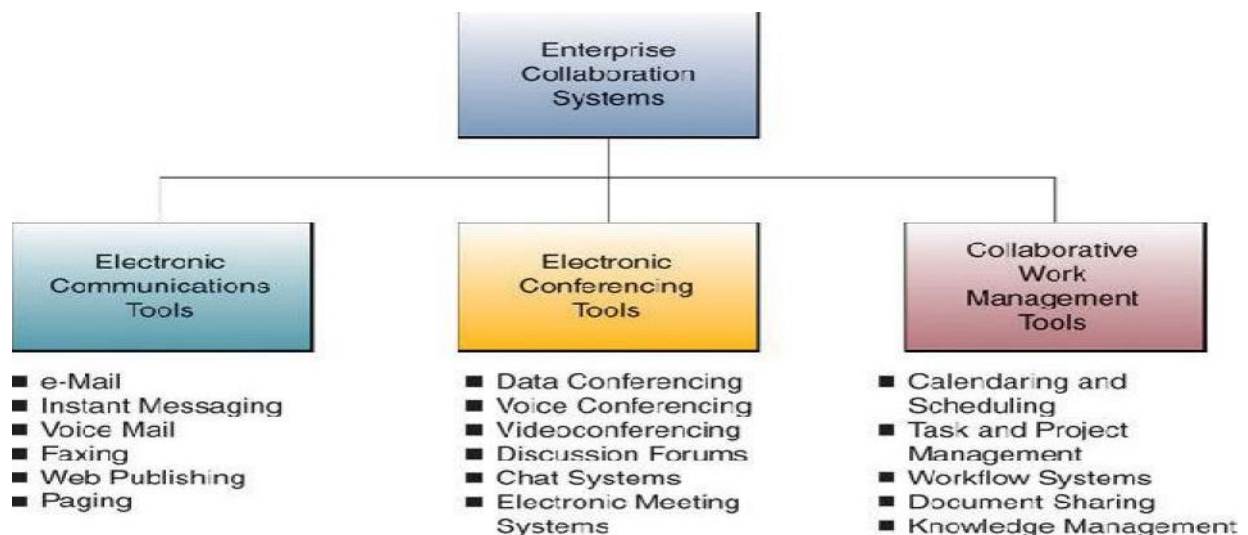
**Q6. How customer focussed business builds a customer value and loyalty using Internet technology? Explain. (6+4)**

**Customer-Focused Business:** In many companies, the chief business value of becoming a customer focused business lies in its ability to help them keep customers loyal, anticipate their future needs, respond to customer concerns, and provide top quality customer service.

This strategic focus on customer value recognizes that quality, rather than price, so companies need to keep track customer preferences, keep up their market trends, supply products and information anytime.

**Internet technologies** can make customers the focal point of customer relationship management and other e-business applications

**Q7. Describe the features of Enterprise Collaboration systems. (2+8)**



Cross-functional information systems that enhance communication, coordination, and collaboration among the members of business teams and workgroups Internet technologies tools to help us to collaborate to communicate ideas, share resources and coordinate our cooperative work efforts as members of the many formal informal process and projects teams and workgroups that make up many of today's organizations.

- Communicate – share information
  - Coordinate – coordinate individual work efforts and share resources
  - Collaborate – work together cooperatively on joint projects and assignments
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