USN ☐☐☐☐☐☐☐☐☐☐

Seventh Semester B.E. Degree Examination, June/July 2019
Information System

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 fundamental role of information system in business? (05 Marks)
   b. List and briefly explain 5 important components (or) functions of system. (05 Marks)
   c. Explain the components of information systems. (10 Marks)

2 a. List and describe basic competitive strategies, with a neat diagram. (10 Marks)
   b. How to build knowledge creating company using IT? (10 Marks)

3 a. Explain transaction processing cycle with neat diagram. (10 Marks)
   b. Explain the enterprise application architecture illustrating the major cross functional enterprise application and their interrelationships. (10 Marks)

4 a. Define CRM. Explain the phases of CRM and support between business and its customers. (10 Marks)
   b. What is ERP? Explain benefits and challenges of ERP. Explain in detail. (10 Marks)

PART – B

5 a. Explain the E – commerce Process Architecture, with a neat diagram. (10 Marks)
   b. Explain the Secure E – payment system, with an example. (10 Marks)

6 a. Define DSS. Explain the components of web Enabled Marketing DSS. (10 Marks)
   b. Write a short note on following terms :
      i) Artificial Intelligence   ii) Expert systems. (10 Marks)

7 a. Discuss about business ethics and technology ethics. (10 Marks)
   b. Explain about tools of security management of IT. (10 Marks)

8 a. Explain the major components of business / IT planning process and IT Architecture. (10 Marks)
   b. Describe the top issues in managing international data communication. (10 Marks)

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