



10IS72

Seventh Semester B.E. Degree Examination, Dec.2019/Jan.2020
Information Systems

Time: 3 hrs.

Max. Marks:100

Note: Answer any FIVE full questions, selecting at least TWO questions from each part.

PART – A

- 1 a. What is an Information System? Explain briefly fundamental roles of IS in business. Give example for each role. (10 Marks)
- b. Explain the different modules in a systematic development process for developing information system solutions. (10 Marks)
- 2 a. Explain the business competitive forces and competitive strategies that appear in the marketplace. (10 Marks)
- b. With a neat diagram, explain how a customer focused business builds customer value and loyalty using internet. (05 Marks)
- c. Explain the concept of knowledge creating company and KMS. (05 Marks)
- 3 a. What are transaction processing systems and explain transaction processing cycle. (08 Marks)
- b. Explain enterprise collaboration system and the tools associated with it. (06 Marks)
- c. What are human resource information system and explain how they support strategic, tactical, operational use of human resources of an organization. (06 Marks)
- 4 a. With a neat figure, explain how CRM supports three phases of the relationship between a business and its customers. (06 Marks)
- b. What is ERP? Explain benefits and challenges of ERP. (08 Marks)
- c. Explain benefits and challenges of SCM. (06 Marks)

PART – B

- 5 a. What is e-commerce? Briefly explain the categories of e-commerce. (05 Marks)
- b. Explain essential e-commerce processes. (08 Marks)
- c. Explain e-commerce success factors. (07 Marks)
- 6 a. Explain the need for OLAP with a neat diagram. Also elaborate basic analytical operations used in OLAP. (10 Marks)
- b. List the major domain areas of AI and its commercial applications. (10 Marks)
- 7 a. Explain ethical responsibilities of business professionals. (10 Marks)
- b. Explain the goal of security management. List the important security defenses. (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 communications. (10 Marks)

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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.