CBCS SCHEME

15IS753

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

Time: 3 hrs.   Max. Marks: 80

Note: *Answer any FIVE full questions, choosing ONE full question from each module.*

Module-1

1 a. Discuss the components of information systems with a neat diagram. **(08 Marks)**
   b. Explain the various competitive strategies to counter the actions of competitive forces with a neat diagram. **(08 Marks)**

OR

2 a. Discuss the concept of value chain and strategic IS with a neat diagram. **(10 Marks)**
   b. How to build a knowledge creating company, explain with a neat diagram. **(06 Marks)**

Module-2

3 a. Demonstrate the enterprise application architecture showing various functional areas with a neat diagram. **(10 Marks)**
   b. Illustrate the enterprise application integration with a new customer order with diagram. **(06 Marks)**

OR

4 a. Explain the Human Resource System with a neat diagram. **(10 Marks)**
   b. Explain the Financial management system with a neat diagram. **(06 Marks)**

Module-3

5 a. Explain the three phases of CRM with a neat diagram. **(08 Marks)**
   b. Explain the benefits and challenges of ERP. **(08 Marks)**

OR

6 a. What is SCM? Explain the functional SCM process using internet that supports supply chain life cycle with a neat diagram. **(10 Marks)**
   b. Explain the trends in SCM with a neat diagram. **(06 Marks)**

Module-4

7 a. Explain the categories of e-commerce. **(04 Marks)**
   b. Explain the essential e-commerce processes with a neat diagram. **(12 Marks)**

OR

8 a. Explain the requirements to build a web store for the success of e-commerce. **(08 Marks)**
   b. Explain the key factors in the success of e-commerce. **(08 Marks)**

Module-5

9 a. Discuss the difference between management information systems and decision support system. **(06 Marks)**
   b. What is decision support system? With a neat diagram, explain the web-enabled marketing decision support system. **(10 Marks)**

OR

10 a. Explain the components of enterprise portal with a neat diagram. **(12 Marks)**
    b. Write on overview of artificial intelligence in business. **(04 Marks)**

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