PHOY

## Seventh Semester B.E. Degree Examination, Aug./Sept.2020 **Information Systems**

Time: 3 hrs. Max. Marks: 100

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

## PART - A

- a. Explain the fundamental role of Information systems in business. Explain briefly. (10 Marks)
  - b. Explain the Information System Resources and activities. (10 Marks)
- a. Illustrate with a neat diagram, explain the competitive strategies and competitive forces that appear in the market place.
  - b. Define Reengineering. Discuss the ways that Business process reengineering differs from Business improvement. (06 Marks)
  - c. Discuss how to build a knowledge creating company. (04 Marks)
- With the help of neat sketch, explain the enterprise application architecture illustrating the 3 major function enterprise application and their inter relationship. (10 Marks)
  - (05 Marks) b. Explain Enterprise Collaboration system and tools associated with it.
  - c. Discuss the following:
    - i) Human Resource Information System ii) Financial Management Systems. (05 Marks)
- a. Define CRM. Explain how CRM supports 3 phases of the relationship between a business (08 Marks) and its customers.
  - b. Discuss the benefits and challenges of ERP. (06 Marks)
  - What is SCM? Explain the role of SCM.

## PART – B

- Explain E Commerce process architecture, with a neat diagram. (10 Marks) (10 Marks)
  - Discuss the e commerce success factors in detail.

(06 Marks)

- Define MIS. Explain the four major reporting alternatives provided by MIS. (06 Marks)
  - b. List the major domain areas of AI and its commercial applications.
- (08 Marks) (06 Marks)

c. Discuss the basic analytical operations used in OLAP.

Explain ethical responsibilities of business professionals. Explain about tools of security management of IT.

- (10 Marks) (10 Marks)
- Explain the IT architectures created by strategic business / IT and its major components. 8 (10 Marks)
  - b. Explain Political, Geo economic, Cultural challenges in global IT Management and also explain global business / IT strategies. (10 Marks)