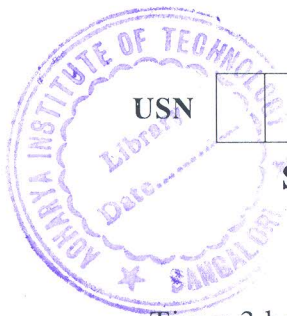


CBCS SCHEME



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15IS753

Seventh Semester B.E. Degree Examination, Jan./Feb. 2021 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. Demonstrate the fundamental roles of IS in Business. (08 Marks)
b. Explain managerial challenges of IT. (08 Marks)

OR

- 2 a. Illustrate the Role of IT. (08 Marks)
b. Illustrate with neat diagram successful knowledge management creating techniques. (08 Marks)

Module-2

- 3 a. Construct with neat diagram a cross functional business process. (08 Marks)
b. Develop transaction processing cycle with neat diagram. (08 Marks)

OR

- 4 a. Explain Human Resource Systems. (08 Marks)
b. Enlist six essential accounting information systems used in business. (08 Marks)

Module-3

- 5 a. Explain the Three phases of CRM. (08 Marks)
b. What are the benefits and challenges of ERP? (08 Marks)

OR

- 6 a. Explain the Trends in ERP. (08 Marks)
b. Explain the Trends in SCM. (08 Marks)

Module-4

- 7 a. Explain the scope of e-commerce. (08 Marks)
b. What are the web payment processes? (08 Marks)

OR

- 8 a. List out the types of e-commerce market places. (08 Marks)
b. Distinguish between clicks and Bricks in e-commerce. (08 Marks)

Module-5

- 9 Explain the following :
a. DSS (08 Marks)
b. Types of Analytical modeling. (08 Marks)

OR

- 10 a. Explain the Executing Information systems. (08 Marks)
b. Enlist the components of an expert system. (08 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.