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10IS72

Seventh Semester B.E. Degree Examination, Dec.2018/Jan.2019
Information Systems

Time: 3 hrs.

Max. Marks:100

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

PART – A

- 1 a. Explain the roles of IS in business with help of neat diagram. (06 Marks)
b. Elaborate the classifications of information systems. (10 Marks)
c. Bring out the components of information system resources. (04 Marks)
- 2 a. What are the basic business strategies of virtual companies? (06 Marks)
b. Describe basic competitive strategies and competitive forces in business. (10 Marks)
c. Write a note on knowledge management system. (04 Marks)
- 3 a. Draw and explain enterprise application architecture. (10 Marks)
b. Describe transaction processing cycle along with its stages. (10 Marks)
- 4 a. Explain three phases of CRM. (08 Marks)
b. What are the major application components of ERP? (06 Marks)
c. Explain the benefits and challenges of ERP. (06 Marks)

PART – B

- 5 a. Explain essential e-commerce processes. (10 Marks)
b. Draw and explain electronic payment system. (10 Marks)
- 6 a. Discuss the management reporting alternatives with respect to MIS. (08 Marks)
b. What are the four basic types of analytical modeling? (06 Marks)
c. Explain the major application areas of artificial intelligence. (06 Marks)
- 7 a. What is hacking? What are the common hacking tactics? (10 Marks)
b. Explain the important security measures that are part of security management of information system. (10 Marks)
- 8 a. Describe the major dimensions of global e-business technology management. (10 Marks)
b. Discuss major 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.