

CBCS SCHEME

USN

--	--	--	--	--	--	--	--	--	--

15IS753

Seventh Semester B.E. Degree Examination, June/July 2019 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. What is information system? Explain different types of information system with a neat diagram. (08 Marks)
b. Explain information system resources in detail. (08 Marks)

OR

- 2 a. Briefly describe how businesses can develop competitive strategies to counter the actions of the competitive forces they confront in the market place. (08 Marks)
b. Explain four basic strategies that a business must implement to become an agile company. (04 Marks)
c. Explain how Cisco systems created virtual company with the help of internet and intranet technologies. (04 Marks)

Module-2

- 3 a. Explain the enterprise application architecture illustrating the major cross functional enterprise application and their inter relationship. (08 Marks)
b. Define transaction, List and explain several basic activities of transaction processing cycle. (08 Marks)

OR

- 4 a. Explain how marketing information system provide information technologies that support major components of marketing function. (08 Marks)
b. What are human resource information systems and explain how they support strategic, tactical, operational use of human resources of an organization. (08 Marks)

Module-3

- 5 a. What is CRM? Explain application components of CRM. (08 Marks)
b. Explain how Whirlpool corporation : Rush to ERP faced issues in ERP implementation. (04 Marks)
c. Explain trends in ERP. (04 Marks)

OR

- 6 a. What is SCM? Explain how SCM software and internet technologies can help companies reengineer and integrate the functions of SCM process that support the supply chain life cycle. (08 Marks)
b. With a figure, explain how CRM supports 3 phases of the relationship between a business and its customer. (08 Marks)

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.

Module-4

- 7 a. What is e-commerce? Explain e-commerce process architecture with a neat diagram. (10 Marks)
b. Explain the secure E – payment system with a neat diagram. (06 Marks)

OR

- 8 a. What is B2C e-commerce? Explain e-commerce success factors in detail. (08 Marks)
b. Explain different types of e-commerce market place. Explain clicks and bricks in e-commerce. (08 Marks)

Module-5

- 9 a. Explain basic analytical modeling activities involved in DSS. (08 Marks)
b. Explain the need for OLAP with a diagram. Also elaborate basic analytical operations used in OLAP. (08 Marks)

OR

- 10 a. Define artificial intelligence. Describe the major domain areas of AI and its commercial applications. (08 Marks)
b. Describe executive information system and explain how enterprise portals help in decision support. (08 Marks)

* * * * *