



CBCS SCHEME

15IS753

Seventh Semester B.E. Degree Examination, Aug./Sept. 2020 Management Information System

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 an Information System? Discuss IS framework for Business professional. (08 Marks)
- b. With a neat diagram, explain Information System resources (08 Marks)

OR

- 2 a. Explain briefly, how IT can be used to implement the 5 basic competitive strategies. (08 Marks)
- b. How a business uses internet technologies to form a virtual company and alliance with business partners? (08 Marks)

Module-2

- 3 a. What are transaction processing systems and explain transaction processing cycle? (08 Marks)
- b. Explain the enterprise application architecture illustrating the major cross functional enterprise application and their interrelationships. (08 Marks)

OR

- 4 a. What is manufacturing Information System? Explain Computer Integrated Manufacturing (CIM) with neat figure. (08 Marks)
- b. What is Targeted Marketing? Explain major components for e-commerce. (04 Marks)
- c. Explain Accounting systems. (04 Marks)

Module-3

- 5 a. What is CRM? Explain major application clusters in CRM. (08 Marks)
- b. What is an ERP? Explain benefits and challenges of ERP. (04 Marks)
- c. What is SCM? Explain benefits and challenges of SCM. (04 Marks)

OR

- 6 a. With a figure, explain how CRM support 3 phases of relationship between business and its customers. (08 Marks)
- b. Explain trends in ERP. (04 Marks)
- c. Discuss the causes of failures for CRM. (04 Marks)

Module-4

- 7 a. Explain the e-commerce process architecture with a neat diagram. (08 Marks)
- b. What is an e-commerce? Briefly explain the categories of e-commerce. (04 Marks)
- c. Discuss clicks and bricks in e-commerce. (04 Marks)

OR

- 8 a. Explain electronic payment process. Write a neat diagram of secure electronic payment system with many payment alternatives. (08 Marks)
- b. Explain e-commerce success factors. (08 Marks)

Module-5

- 9 a. Explain various attributes of information quality. (08 Marks)
- b. Explain components of a web enabled marketing DSS. (08 Marks)

OR

- 10 a. Explain four basic analytical modeling activities involved in DSS. (08 Marks)
- b. Explain major applications of AI. (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.