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Seventh Semester B.E. Degree Examination, Feb./Mar.2022
Information Systems

Time: 3 hrs.   Max. Marks:100

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

PART – A

1   a. What are the fundamental roles of Information System in business? Explain each role with an example. **(10 Marks)**
    b. What is system? Explain with a neat diagram, the components of Information System. **(10 Marks)**

2   a. Elaborate on the following:
       (i)   Building knowledge creating company.
       (ii)   Agile company. **(10 Marks)**
    b. With a neat diagram, explain the different competitive forces and strategies in a business. **(10 Marks)**

3   a. Explain the enterprise application architecture with a neat diagram. **(05 Marks)**
    b. Describe enterprise application integration with an example. **(05 Marks)**
    c. What is targeted marketing? Explain the 5 major components of targeted marketing for electronic commerce application. **(10 Marks)**

4   a. What is ERP? What are the benefits and challenges of ERP? **(08 Marks)**
    b. What is SCM? Explain the supply chain life cycle with a neat diagram. **(06 Marks)**
    c. With a neat diagram, explain the phases of CRM. **(06 Marks)**

PART – B

5   a. What is e-Commerce? Explain the different e-Commerce success factors. **(10 Marks)**
    b. With an example, explain B-2-B e-commerce. List the 5 major types of e-commerce market place used by business and explain. **(10 Marks)**

6   a. Define Management Information System. Briefly explain the major reporting alternative provided by Management Information System. **(06 Marks)**
    b. What is expert system? Explain the components of an expert system with a neat diagram. **(08 Marks)**
    c. List the major domain area of AI and its commercial application. **(06 Marks)**

7   a. Explain the ethical responsibilities of business professionals and principles of technology ethics. **(10 Marks)**
    b. What is Hacking? Explain the common hacking tactics to assault companies through the internet and other networks. **(10 Marks)**

8   a. Explain Business/IT planning process and the information technology architecture. **(10 Marks)**
    b. Write and explain the following:
       (i)   Global Business/IT strategies.
       (ii)   Internet Access Issue. **(10 Marks)**

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