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Seventh Semester B.E. Degree Examination, July/August 2022
Information Systems

Time: 3 hrs.

Max. Marks: 100

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

PART – A

- 1 a. Describe in detail an IS Framework for Business Professionals. (10 Marks)
b. With the supporting diagram, explain different types of Information Systems. (10 Marks)
- 2 a. Explain briefly basic strategies in the business use of Information Technology. (10 Marks)
b. What is Knowledge Management System? How it is viewed? (05 Marks)
c. Write a short note on becoming an Agile Company. (05 Marks)
- 3 a. With the supporting diagram, explain the enterprise application architecture which presents an overview of the major cross – functional enterprise applications and their interrelationships. (10 Marks)
b. What is EAI? Explain with a neat sketch, the transaction processing cycle in detail. (10 Marks)
- 4 a. What is CRM? Explain briefly the three phases of CRM. (05 Marks)
b. What are the benefits and challenges of ERP? (05 Marks)
c. What is SCM? Explain the role of SCM with supporting sketches and examples. (10 Marks)

PART – B

- 5 a. With a neat diagram, explain the e – commerce process architecture which highlights nine essential categories of e - commerce. (10 Marks)
b. Explain the following :
i) Business – to – consumer e - commerce. (10 Marks)
ii) Business – to – Business e – commerce.
- 6 a. Define Decision Support Systems. Using DSS, explain the four basic types of Analytical Modeling Activity. (10 Marks)
b. Define Artificial Intelligence. Explain briefly the Domains of Artificial Intelligence. (10 Marks)
- 7 a. Explain the following : i) Business Ethics ii) Technology Ethics. (10 Marks)
b. Write short notes on : i) E – main Monitoring ii) Fire Walls. (10 Marks)
- 8 a. Explain briefly, a Popular approach to managing Information Technology in a large Company. (06 Marks)
b. Explain the failures in IT Management. (08 Marks)
c. Write a short note on – the Internet as a Global IT platform. (06 Marks)
