



10IS72

Seventh Semester B.E. Degree Examination, June/July 2023
Information Systems

Time: 3 hrs.

Max. Marks:100

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

PART – A

- 1 a. Define Information System. Explain the fundamental roles of Information System in business. (10 Marks)
b. Explain the components of information system (components). (10 Marks)
- 2 a. Explain with neat diagram, the business competitive strategies and competitive forces that appear in the market place. (10 Marks)
b. How customer focused business builds a customer value and loyalty using internet technology? Explain (10 Marks)
- 3 a. Explain transaction processing cycle. (08 Marks)
b. With a neat diagram, explain five major components of target marketing. (07 Marks)
c. Short notes on Human Resource System. (05 Marks)
- 4 a. Define CRM. With a neat diagram, explain the three phases of CRM. (10 Marks)
b. What is ERP? Explain the benefits and challenges of ERP. (05 Marks)
c. What is SCM? List the objectives and outcomes of SCM. (05 Marks)

PART – B

- 5 a. Explain the essential E-commerce processes architecture with a diagram. (12 Marks)
b. Define E-commerce. Explain E-commerce success factors. (08 Marks)
- 6 a. What is DSS? Describe the different types of analytical modeling activities supported by DSS. (05 Marks)
b. Define MIS. Explain the four major reporting alternatives provided by MIS. (05 Marks)
c. Short notes on artificial intelligence. (05 Marks)
d. Short notes on expert system. (05 Marks)
- 7 a. Explain the common hacking tactics to assault the companies. (10 Marks)
b. Write the principles of technological Ethics. (04 Marks)
c. Short notes on Fire Walls. (06 Marks)
- 8 a. Explain the business/IT Planning Process and also information technology architecture. (10 Marks)
b. Explain the global IT management and with cultural, political and Geo economic challenges, with diagram. (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.