USN | | | | | | | | | | 101S72

Seventh Semester B.E. Degree Examination, Dec.2016/Jan.2017
Information Systems

Time: 3 hrs.   Max. Marks:100

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

PART – A

1. a. What is fundamental role of information systems in business? (05 Marks)
   b. What is meant by cybernetic system? Explain. (05 Marks)
   c. Elaborate the types of information system, with neat diagram. (10 Marks)

2. a. List and describe the five basic competitive strategies, with a neat diagram. (10 Marks)
   b. How customer focused business builds a customer value and loyalty using internet-technologies? Explain. (10 Marks)

3. a. Illustrate with a neat diagram, the different stages of a transaction processing cycle and explain them. (08 Marks)
   b. Briefly explain the component of target marketing. (08 Marks)
   c. State the objectives of computer integrated manufacturing. (04 Marks)

4. a. What is SCM? Explain benefits and challenges of SCM. (06 Marks)
   b. What is CRM? Explain different phases of CRM. (04 Marks)
   c. What is ERP? Explain benefits and challenges of ERP and the costs of ERP. (10 Marks)

PART – B

5. a. Explain essential E-Commerce process and process architecture. (12 Marks)
   b. State and explain some of the key factors for success in E-Commerce. (08 Marks)

6. a. What is DSS? With a neat block diagram, explain the components of web enabled marketing DSS. (10 Marks)
   b. Explain on line analytical processing using DSS. (05 Marks)
   c. Explain web-based knowledge management system. (05 Marks)

7. a. What is Hacking? Explain the common hacking tactics to assault the companies. (10 Marks)
   b. Explain: i) Encryption with figure. ii) Firewalls with figure. (10 Marks)

8. a. Explain the major components of business/IT planning process and IT architecture. (10 Marks)
   b. Describe the top issues in managing international data communication. (10 Marks)

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Seventh Semester B.E. Degree Examination, Dec.2018/Jan.2019
Information Management System

Time: 3 hrs.   Max. Marks: 80

Note: Answer any FIVE full questions, choosing one full question from each module.

Module-1

1 a. How can you classify business as a system? Explain. **(06 Marks)**
   b. List the competitive forces that business need to confron and explain the strategies that can be implemented to overcome them. **(10 Marks)**

OR

2 a. What is an Information System? Explain the evolution of IS and its impact on the users. **(08 Marks)**
   b. What is a virtual company? List the basic business strategies of virtual companies. **(06 Marks)**
   c. What is a cybernetic system? Give an example. **(02 Marks)**

Module-2

3 a. Explain the major components for targeted marketing in e-commerce. **(06 Marks)**
   b. State the objectives of CIM. **(03 Marks)**
   c. Briefly explain the following marketing systems
      - Interactive Marketing
      - Sales force automation. **(07 Marks)**

OR

4 a. What is a Transaction Processing System? Explain the stages of Transaction processing cycle. **(07 Marks)**
   b. With example, explain financial management systems. **(06 Marks)**
   c. List and describe the essential accounting system used in business. **(03 Marks)**

Module-3

5 a. What is ERP? Explain its benefits and challenges. Also list the costs associated with the implementation of ERP. **(10 Marks)**
   b. Write a note on the trends in CRM. **(06 Marks)**

OR

6 a. With a neat diagram, explain the trends in SCM. **(06 Marks)**
   b. Explain the major application clusters in CRM. **(06 Marks)**
   c. What is SCM? Explain the roles and activities of SCM. **(04 Marks)**

Module-4

7 a. Describe the term e-commerce. List and explain the different e-commerce success factors. **(08 Marks)**
   b. With a neat diagram, explain the electronic payment systems. **(08 Marks)**

OR

8   a. Explain the web store requirements to host an e-commerce establishment. (10 Marks)
    b. List and describe the various e-commerce market places used by business. (06 Marks)

Module-5

9   a. What are the different attributed that determine information quality? Explain. (09 Marks)
    b. Define the term Artificial Intelligence (AI). Explain the various application areas of AI. (07 Marks)

OR

10 a. Explain the major application categories of Expert system with examples. (10 Marks)
    b. Explain the analytical Modeling activities involved in the use of DSS. Give proper examples for each. (06 Marks)

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Seventh Semester B.E. Degree Examination, June/July 2016
Information Systems

Time: 3 hrs.   Max. Marks:100

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

PART – A

1 a. What is information system? With neat diagram, explain the role of e-business in business.
(10 Marks)
   b. Explain component of an information systems in detail. (10 Marks)

2 a. Explain briefly how information technology can be used to implement the five basic competitive strategies. (05 Marks)
   b. With neat figure, explain how a customer focused business builds customer value and loyalty using internet. (05 Marks)
   c. What is virtual company? List the basic business strategies of virtual companies. Write a diagram how virtual companies uses internet, intranets and extranets to form virtual work groups and support alliance with business partners. (10 Marks)

3 a. Explain the enterprise application architecture illustrating the major cross functional enterprise application and their interrelationships. (10 Marks)
   b. What is targeted marketing? Explain major components for e-commerce. (05 Marks)
   c. With examples, explain financial management systems. (05 Marks)

4 a. With figure, Explain major application clusters in CRM. (05 Marks)
   b. With a figure, explain how CRM support 3-phases of relationships between a business and its customers. (05 Marks)
   c. What is SCM? Explain benefits and challenges of SCM. (10 Marks)

PART – B

5 a. What is e-commerce? Briefly explain the categories of e-commerce. (05 Marks)
   b. Explain electronic payment process. Write a neat diagram of secure electronic payment system with many payment alternatives (08 Marks)
   c. Explain e-commerce success factors. (07 Marks)

6 a. What are the attributes of information quality? Explain. (05 Marks)
   b. Explain components of a web enabled marketing DSS. (05 Marks)
   c. Explain major applications areas of AI. (10 Marks)

7 a. Explain computer crime (08 Marks)
   b. Explain internet worked security defenses. (05 Marks)
   c. Write a security management steps to protect your computer system resources from hacking and other forms of cyber crimes. (07 Marks)

Sixth Semester B.E. Degree Examination, Dec. 2013/Jan. 2014
Information Systems

Time: 3 hrs.   Max. Marks:100

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

PART – A

1 a. What is a system? explain five important components or functions of a system with an example? **(10 Marks)**
   b. Classify the different types of information systems and briefly explain them. **(10 Marks)**

2 a. Explain the different competitive forces? Also explain competitive strategies to encounter the competitive forces. **(10 Marks)**
   b. Define agility and agile company. Explain four basic strategies to implement an agile company. **(10 Marks)**

3 a. Illustrate with a neat diagram, the different stages of a transaction processing cycle and explain them. **(08 Marks)**
   b. Briefly explain the components of targeted marketing. **(08 Marks)**
   c. State the objectives of computer integrated manufacturing. **(04 Marks)**

4 a. List the potential benefits of supply chain management. What are the causes of problems in supply chain management? **(10 Marks)**
   b. Explain the benefits of ERP and also the major causes of failure in ERP projects. **(10 Marks)**

PART – B

5 a. With a neat diagram, explain the essential E-commerce processes. **(12 Marks)**
   b. State and explain some of the key factors for achieving success in e commerce **(08 Marks)**

6 a. Describe the different components of an expert system, with a neat diagram. **(08 Marks)**
   b. Explain fuzzy logic based system with an appropriate example. **(06 Marks)**
   c. What is meant by "goal seeking analysis". Explain. **(06 Marks)**

7 a. What is ergonomics? Explain. **(04 Marks)**
   b. Briefly explain variety of security measures that are a part of integrated security management. **(08 Marks)**
   c. List and explain the principles of technology Ethics. **(08 Marks)**

8 a. Describe the major components of business IT planning. **(06 Marks)**
   b. Briefly explain strategies to be used to solve some of the systems development problems that arise in global IT. **(06 Marks)**
   c. Explain political and Geo – economic challenges. **(08 Marks)**

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Seventh Semester B.E. Degree Examination, Dec. 2013/Jan. 2014
Information Systems

Time: 3 hrs.

Max. Marks:100

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

PART – A

1 a. What are the fundamental roles of information system in business? Explain briefly
                                                                                    (10 Marks)
   b. Explain components of an information system.   (10 Marks)

2 a. List and describe basic competitive strategies. Explain in detail.   (10 Marks)
   b. How to build knowledge creating company using IT?   (10 Marks)

3 a. Explain the enterprise application architecture illustrating the major cross functional
      enterprise application and their interrelationships.   (10 Marks)
   b. Explain :
      i) Human resource system (HRM)
      ii) Accounting systems.   (10 Marks)

4 a. What is SCM? Explain benefits and challenges of SCM   (10 Marks)
   b. What is ERP? Benefits and challenges of ERP, explain in detail.   (10 Marks)

PART – B

5 a. Explain ecommerce application and issues in detail.   (10 Marks)
   b. Explain these
      i) Business to business ecommerce
      ii) Business to consumer ecommerce   (10 Marks)

6 Write short notes on :
   a. Decision support systems
   b. Artificial intelligence
   c. Expert systems
   d. Management information system   (20 Marks)

7 a. Explain ethical responsibilities of business professionals.   (10 Marks)
   b. Explain the goal of security management. List the important security defenses. (10 Marks)

8 Write short notes on :
   a. Global IT management
   b. Global data access issues
   c. Global business/ IT strategies
   d. Managing the IS function
   e. Failure of IT management.

                                                                                    (20 Marks)

101S72

Seventh Semester B.E. Degree Examination, Dec.2017/Jan.2018
Information System

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 is an information system? What are the classification of information system? Explain. (10 Marks)
   b. Explain components of an information system. (05 Marks)
   c. What is system? Explain cybernetic system with example. (05 Marks)

2. a. How a business uses internet technologies to form a virtual company and alliance with business partners? (10 Marks)
   b. Explain with a neat figure, the business competitive strategies and competitive forces that appear in the market place. (10 Marks)

3. a. Explain enterprise collaboration system and the tools associated with it. (06 Marks)
   b. Explain accounting system with neat diagram. (06 Marks)
   c. Explain the enterprise application architecture illustrating the major cross functional enterprise application and their interrelationships. (08 Marks)

4. a. With a figure, explain how CRM support 3 phases of relationship between a business and its customers. (06 Marks)
   b. What is ERP? Explain benefits and challenges of ERP? (06 Marks)
   c. What is SCM? Explain benefits and challenges of SCM. (08 Marks)

PART - B

5. a. Explain the nine essential categories of e-commerce process architecture with a neat diagram. (10 Marks)
   b. Explain e-commerce success factors. (10 Marks)

6. a. What is DSS? With a neat block diagram explain the components of web-enabled marketing DSS. (10 Marks)
   b. What is expert system? Explain the component of expert system with its benefits and limitations. (10 Marks)

7. a. What is Hacking? List and explain the common hacking tactics to assault the companies. (10 Marks)
   b. Explain (i) Technology ethics (ii) Firewalls with figure. (10 Marks)

8. a. Explain business IT planning process and also a IT architecture that is created by strategic business IT planning process. (10 Marks)
   b. With a neat block diagram, explain the three major components of information technology management. (10 Marks)