10IS72

Seventh Semester B.E. Degree Examination, Dec.2015/Jan.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. Discuss the trends in information systems.　　　　　　　　　　　(10 Marks)
　　b. Define cybernetic system with an example.　　　　　　　　　　(05 Marks)
　　c. List and explain the activities of an information system.　　　　　(05 Marks)

2　a. Explain with a neat figure, how a customer focused business builds customer value and loyalty using internet.　　　　　　　　　　　　　　　　　　(10 Marks)
　　b. How a business uses internet technologies to form a virtual company and alliance with business partners?　　　　　　　　　　　　　　　　　　　　(10 Marks)

3　a. List and explain various transactions processing cycle with a neat diagram.　(10 Marks)
　　b. What is manufacturing information system? Explain computer-integrated manufacturing (CIM) with a neat figure.　　　　　　　　　　　　　　　　　　(10 Marks)

4　a. Define CRM. Explain the phases of CRM and support between business and its customers.
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　　b. What is SCM? Explain how SCM software and internet technologies can help companies re-engineer and integrate the functions of SCM process that support the supply chain life cycle.　　　　　　　　　　　　　　　　　　　　　　　　(10 Marks)

PART – B

5　a. Explain the e-commerce process architecture with a neat diagram.　　(10 Marks)
　　b. Explain the secure E-payment system, with an example.　　　　　(10 Marks)

6　a. Explain the need for OLAP with a diagram. Also elaborate basic analytical operations used in OLAP.　　　　　　　　　　　　　　　　　　　　　　(10 Marks)
　　b. List the major domain areas of AI and its commercial applications.　(10 Marks)

7　a. What is hacking? Explain the common hacking tactics to assault the companies.　(10 Marks)
　　b. What is security management? List and explain the important security defenses.　(10 Marks)

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

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