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10IS72

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)
- 8 a. Explain major components of information technology management. (06 Marks)
b. Explain major dimensions of global e business technology management. (07 Marks)
c. Write the issues in managing international data communications. (07 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.