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15IS753

## 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 confront 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 (07 Marks)
  - Interactive Marketing
  - Sales force automation.

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)

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.



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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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