Seventh Semester B.E. Degree Examination, Feb./Mar. 2022
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. What is an Information system? Discuss about the information system that supports business operations and managerial decision making. **(10 Marks)**
   b. Explain, how does the use of the internet, intranets and extranets by company today support their business processes. **(06 Marks)**

OR

2 a. List the competitive forces that business need to confirm and explain the strategies that can be implemented to overcome them. **(10 Marks)**
   b. What do you mean by agility in business performance? Explain about the strategies to implement it. **(06 Marks)**

Module-2

3 a. Explain the enterprise application architecture by illustrating the major cross functional enterprise application and their interrelationship with neat sketch. **(10 Marks)**
   b. Describe the stages of transaction processing cycle with neat diagram. **(06 Marks)**

OR

4 a. Discuss about the functionalities of Human Resource information system. **(06 Marks)**
   b. Explain accounting and financial management systems with example. **(10 Marks)**

Module-3

5 a. What is ERP? Discuss about the benefits and challenges in ERP. **(08 Marks)**
   b. What is CRM? How CRM helps to improve their customer focus? **(08 Marks)**

OR

6 a. What is SCM? Discuss about the benefits and challenges in SCM. **(08 Marks)**
   b. Discuss about the trends in CRM and ERP applications. **(08 Marks)**

Module-4

7 a. Brief about the major categories of e-commerce with example. **(06 Marks)**
   b. Explain in detail about the essential categories of e-commerce processes. **(10 Marks)**

OR

8 a. List and explain the different e-commerce success factors. **(10 Marks)**
   b. Discuss about the types of e-commerce market places with example. **(06 Marks)**

Module-5

9 a. Discuss about the components of a web enabled marketing decision support system with neat diagram. **(10 Marks)**
   b. Explain about the types of analytical modeling activities. **(06 Marks)**

OR

10 a. What is Artificial Intelligence? Discuss about the major application areas of AI with example. **(10 Marks)**
   b. Describe expert systems and components of expert system with example. **(06 Marks)**

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