USN | | | | | | | | | | **10IS72**

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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