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**Sixth Semester B.E. Degree Examination, December 2011**  
**Information Systems**

Time: 3 hrs.

Max. Marks:100

**Note: Answer any FIVE full questions, selecting  
at least TWO questions from each part.**

**PART – A**

- 1 a. What are the fundamental roles of information system is business? Explain briefly. (10 Marks)  
b. Explain the information system activities. (10 Marks)
- 2 a. What are the competitive strategies that can be used to counteract different competitive force using IT? (10 Marks)  
b. How to build knowledge creating company using IT? (10 Marks)
- 3 a. Explain the transaction processing cycles. (10 Marks)  
b. How human resource is support the strategic, tactical and operational use of human resources? (10 Marks)
- 4 a. What is CRM? Explain different phases of CRM. (10 Marks)  
b. What are the benefits and challenges of ERP? Explain briefly. (10 Marks)

**PART – B**

- 5 a. Explain the different electronic payment processes. (10 Marks)  
b. Explain the B2C and B2B e-commerce. (10 Marks)
- 6 a. Explain briefly the major business application areas of AI. (10 Marks)  
b. What is expert system? What are the components of expert system? Explain briefly. (10 Marks)
- 7 a. What ate basic categories of ethical business issues? Explain briefly. (10 Marks)  
b. Explain the few security defenses used in business applications. (10 Marks)
- 8 a. What are the major components of information technology management? Explain briefly. (10 Marks)  
b. What are the challenges faced by business while managing global information technology? (10 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.