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Sixth Semester B.E. Degree Examination, December 2012

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. Define information system and information technology. (06 Marks)
b. Describe in detail the information framework for business professionals. (07 Marks)
c. What are the components of information systems? (07 Marks)
- 2 a. List and describe the five basic competitive strategies with a neat diagram. (10 Marks)
b. What is an agile company? Explain the basic business strategies used in agile company. (10 Marks)
- 3 a. Define e-business. Explain with a neat sketch, the transaction processing cycle in detail. (10 Marks)
b. Explain marketing information systems with an example. (10 Marks)
- 4 a. Define CRM. With a neat diagram, explain the three phases of CRM. (10 Marks)
b. What is ERP? Explain the benefits and challenges of ERP. (10 Marks)

PART – B

- 5 a. What is e-commerce? Explain the scope and the categories of e-commerce with an example. (10 Marks)
b. List and explain different e-commerce success factors. (10 Marks)
- 6 a. Define MIS. Explain the four major reporting alternatives provided by the MIS. (10 Marks)
b. List the major domain areas of AI and its commercial applications. (10 Marks)
- 7 a. What is hacking? Explain the common hacking tactics to assault the companies. (10Marks)
b. Explain the goal of security management. List the important security defenses. (10 Marks)
- 8 a. Explain the major components of business/IT planning process and IT architecture. (10 Marks)
b. Write notes on:
i) Global data access issue
ii) Internet access issue (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.