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Sixth Semester B.E. Degree Examination, June 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. What is meant by cybernetic system? Explain. (05 Marks)
b. Discuss the fundamental roles of IS in business. (05 Marks)
c. Elaborate the types of information systems, with a neat diagram. (10 Marks)
- 2 a. Discuss business process re-engineering. List some of the key ways that business process re-engineering differs from business improvement. (08 Marks)
b. Define virtual company and how are they created? List the basic business strategies of virtual companies. (12 Marks)
- 3 a. Explain enterprise application architecture, with a neat diagram. (10 Marks)
b. What is targeted marketing? Explain the five major components of targeted marketing for electronic commerce applications. (10 Marks)
- 4 a. Explain the major applications of customer relationship management. (10 Marks)
b. With a neat diagram, explain the role of electronic data interchange in business to business electronic commerce. (10 Marks)

PART – B

- 5 a. List and explain the key factors for success in e-commerce applications. (06 Marks)
b. Bring out the various types of e-commerce market places and explain them. (08 Marks)
c. Describe the following e-commerce process:
i) Profiling and personalizing.
ii) Workflow management. (06 Marks)
- 6 a. Draw and explain the different components of a web enabled marketing decision support system. (10 Marks)
b. Describe the different types of analytical modeling activities supported by decision support system. (10 Marks)
- 7 a. Discuss the principles of technology ethics. (08 Marks)
b. Briefly explain the common hacking tactics that are used to assault companies through internet and other networks. (06 Marks)
c. List various types of internet abuses that occur frequently. (06 Marks)
- 8 Write short notes on:
a. Global systems development strategies. (06 Marks)
b. Business drivers for global IT. (06 Marks)
c. Information technology architecture. (08 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.