

# CBCS SCHEME

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18IS645

## Sixth Semester B.E. Degree Examination, July/August 2022 Information Management System

Time: 3 hrs.

Max. Marks: 100

**Note:** Answer any FIVE full questions, choosing ONE full question from each module.

### Module-1

- 1 a. What is Information System? Discuss IS frame work for business professionals. (10 Marks)  
b. With a neat diagram, explain Information system resources. (10 Marks)

OR

- 2 a. Explain the different types of Information system with a neat diagram. (10 Marks)  
b. How a business used internet technologies to form a virtual company and alliance with business partners. (10 Marks)

### Module-2

- 3 a. List and explain basic activities of transaction processing cycle. (10 Marks)  
b. With a neat diagram, explain tools for enterprise collaboration. (10 Marks)

OR

- 4 a. Explain how marketing information systems provide information technologies that support major component of marketing function. (08 Marks)  
b. Discuss accounting information system for transaction processing. (08 Marks)  
c. What is targeted marketing? (04 Marks)

### Module-3

- 5 a. What is CRM? Explain phases of CRM. (08 Marks)  
b. Explain trends in ERP. (04 Marks)  
c. Explain benefits and challenges of SCM. (08 Marks)

OR

- 6 a. Explain how CRM supports 3-phase of relationship between business and its customer. (10 Marks)  
b. How SCM software and Internet technologies help companies re-engineer and integrate functional SCM process that support supply-chain life cycle. (10 Marks)

### Module-4

- 7 a. What is e-commerce? Explain e-commerce process architecture, with a neat diagram. (10 Marks)  
b. Explain secure e-payment system with a neat diagram. (10 Marks)

OR

- 8 a. Discuss clicks and bricks in e-commerce and other click and bricks strategies. (10 Marks)  
b. Explain different types of e-commerce market places. (10 Marks)

### Module-5

- 9 a. Compare the differences between MIS and DSS (Management Information System and Decision Support System) (04 Marks)  
b. Explain the need for OLAP (on-line analytical processing) with a diagram and explain basic analytical operation used in OLAP. (08 Marks)  
c. Explain various attributes of information quality. (08 Marks)

OR

- 10 a. Explain the components of a web-enabled marketing DSS. (10 Marks)  
b. Explain major application of AI (Artificial Intelligence) and its commercial application. (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.