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**Sixth Semester B.E. Degree Examination, May/June 2010**  
**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 is an information system? What are the classifications of information systems? Explain. (10 Marks)  
b. Explain the different modules in a systematic development process for developing information system solutions. (10 Marks)
- 2 a. Explain with a neat figure, the business competitive strategies and competitive forces that appear in the market place. (10 Marks)  
b. How customer focused business builds a customer value and loyalty using internet technology? Explain. (10 Marks)
- 3 a. With the help of a neat figure, explain the enterprise application architecture illustrating the major cross functional enterprise applications and their interrelationships. (10 Marks)  
b. Explain the case study of introduction of On Q system at Hilton Hotels corporation – data driven hospitality. (10 Marks)
- 4 a. What is CRM? Explain the three phases of CRM. (08 Marks)  
b. What is ERP? What are the benefits and challenges of ERP? (06 Marks)  
c. What is SCM? What are the objectives of SCM? (06 Marks)

**PART – B**

- 5 a. Explain the key factors for success in E-commerce. (14 Marks)  
b. Differentiate between B2C E-commerce and B2B E-commerce. (06 Marks)
- 6 a. What is DSS? With a neat block diagram, explain the web-enabled marketing DSS. (10 Marks)  
b. What are the four basic types of analytical modeling activities used in DSS? Explain each with an example. (10 Marks)
- 7 a. Briefly explain the most important technology ethics, software piracy and issues. (10 Marks)  
b. Explain the important security measures adopted in several companies in today's networked business enterprises. (10 Marks)
- 8 a. With a neat block diagram, explain the three major components of information technology management. (08 Marks)  
b. Write short notes on:  
i) Global IT management  
ii) Global business / IT strategies and applications  
iii) Global data access issues. (12 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.

