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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 in 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 are 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 answer, 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.