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## P.E.S. College of Engineering, Mandya - 571 401

(An Autonomous Institution affiliated to VTU, Belgaum)

**Seventh Semester, B.E. - Information Science and Engineering**

**Semester End Examination; Dec. - 2014**

**Information System**

*Time: 3 hrs*

*Max. Marks: 100*

*Note: Answer any FIVE full questions, selecting at least TWO full questions from each part.*

### PART - A

1. a. Discuss the role and trends of Information system in business. 10
- b. Explain with a neat diagram the components and the resources used in information system. 10
2. a. Illustrate how information technology can be used to implement the five basic competitive strategies for an enterprise. 10
- b. How business process reengineering differs from business improvement? Explain. 6
- c. What is the role of information technology in re-engineering process? 4
3. a. Define TPS. Explain the activities used in Transaction processing cycle. 10
- b. Justify the importance of marketing system in electronic commerce. Also explain the five major components involved in it. 10
4. a. Discuss the benefits, challenges, and failures of CRM with its types. 10
- b. Define SCM. Explain the different functions of SCM. 10

### PART - B

5. a. With an example discuss and explain the steps involved in BLB on line auction e-commerce services. 10
- b. Explain: (i) Types of e commerce market places 10  
(ii) Web store requirements.
6. a. With a neat diagram explain the different levels in decision making. 10
- b. Explain the features of an EIS. 5
- c. Explain any three major application areas of AI. 5
7. a. Define hacking. Explain the principles used in Technology Ethics. 10
- b. Explain the different security management for internet users. 5
- c. Define; encryption, firewalls and e-mail monitoring crime theft, service theft. 5
8. Write short notes on:
  - (i) Business /IT planning.
  - (ii) Global data access issues 20
  - (iii) Global IT management
  - (iv) Global Business /IT strategies.