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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. - 2015

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. Define information system. Explain information system framework for business professionals. 8
- b. Explain expanding roles of information systems. 7
- c. Write the reasons for the big companies failure using information technology. 5
2. a. Explain the components and resources of information system. 10
- b. Explain different competitive forces and competitive strategies. 10
3. a. Explain Transaction processing system and enterprise collaboration system. 12
- b. Write a short note on targeted marketing. 8
4. a. Explain customer relationship management with phases. 10
- b. Explain Trends in customer Relationship management. 5
- c. Write a note on benefits and challenges of ERP. 5

PART - B

5. a. Explain the scope of E-commerce in detail with a suitable block diagram. 6
- b. Explain Electronic payment processes. 9
- c. Explain E-commerce success factors. 5
6. a. Define management information system. Explain management reporting alternatives. 8
- b. What is OLAP? Explain operations and applications of OLAP. 8
- c. Explain different analytical modeling activities. 4
7. a. Explain ethical responsibility of business professionals. 10
- b. Explain the different internetworked security defensive measures. 10
8. a. Explain Global IT management. 6
- b. Explain cultural, political and Geo economic challenges. 9
- c. What role should be company's executives and business unit managers play in managing the IT function in a business? 5

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