U.S.N ☐☐☐☐☐☐☐☐☐☐

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

(An Autonomous Institution affiliated to VTU, Belagavi)

Eighth Semester, B.E. - Information Science and Engineering
Semester End Examination; June - 2017
Management Information System

Time: 3 hrs   *Max. Marks: 100*

*Note: Answer **FIVE** full questions, selecting **ONE** full question from each unit.*

UNIT - I

1. a.	Define information system. Explain the classification of IS with a neat diagram.	10
b.	With a neat diagram, explain how business can develop competitive strategies to counter the actions of competitive forces in the market place.	10
2 a.	What are the fundamental roles of IS? Explain these roles with respect to computer based information system used in a retail store.	8
b.	How a customer focused business builds customer value and loyalty using internet technologies? Illustrate with an example.	12

UNIT - II

3 a.	Discuss enterprise application architecture with a neat figure illustrating the major cross - functional enterprise application and their interrelationships.	10
b.	Explain how CRM supports three phases of relationship between business and its customers.	6
c.	What are the benefits and challenges of CRM?	4
4 a.	Define E-business. Explain with a neat sketch transaction processing cycle in detail.	8
b.	List the uses of ECS. Analyse the tools for enhancing enterprise collaboration.	8
c.	What are the 5 major components of targeted marketing for E-commerce? Explain briefly.	4

UNIT - III

5 a.	Define E-commerce. Explain the key factors in detail for success in E-commerce.	10
b.	Illustrating with an example, show how a secure electronic payment system works with payment alternatives.	10
6. a	Discuss the scope of E-commerce in brief.	8
b.	Identify the differences between B2C and B2B E-commerce.	5
c.	Discuss the essential web store requirements that you would have to implement to support a successful retail business on the web.	7

UNIT - IV

7 a.	Applying DSS, Explain the four basic types of analytical modelling activity.	10
b.	What is MIS? Explain the four major reporting alternatives provided by the MIS.	6
c.	Define EIS. What are its features?	4

8 a. Define DSS. With a neat diagram, explain a web enabled marketing DSS. 10

 b. Define OLAP. Explain how OLAP enables managers and analysts to examine large amount of detailed data. 10

UNIT - V

9 a. Describe and briefly explain the most important technology ethics, software piracy and issues. 10

 b. How to defend against DOS attacks? Explain. 5

 c. What are the failures in IT management? Explain with an example. 5

10 a. What is a hacking and cracking? Explain the common hacking tactics to assault companies through the internet and other networks. 10

 b. What is an IT? Explain the major components of IT management. 10

∗ ∗ ∗ ∗