



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; May/June - 2018

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. What is information system? With a neat diagram, explain an information system framework for business professionals. 10
- b. In detail, explain the different types of resources used in information system. 10
- 2 a. How important is information technology to companies' competitive strategies. 10
- b. Explain the value of chain considering a firm and also discuss how this helps for competitive strategies? 10

UNIT - II

- 3 a. With a neat diagram explain transaction processing life cycle and its steps. Also specify for which information system the TPS belongs. 10
- b. What is CRM? Explain the three phases of CRM. 10
- 4 a. With a neat diagram explain marketing information system that provides support to major components of marketing function. 10
- b. Explain benefits, challenges and trends in CRM. 10

UNIT - III

- 5 a. What is E-commerce? Explain the E-commerce process architecture that highlights the categories of E-commerce? 10
- b. Write a note on the requirements of a web store that should be implemented by a company. 10
- 6 a. Explain electronic payment process in detail. 10
- b. Explain B2B E-commerce and E-commerce market place. 10

UNIT - IV

- 7 a. What are DSS? Explain the different components involved in DSS? Also comment on decision structure. 10
- b. Explain On Line Analytical Processing (OLAP) with an example. 10
- 8 a. Explain executive information systems and features of an EIS. 10
- b. Explain enterprise portals and decision support system with knowledge management system. 10

UNIT - V

- 9 a. Explain the four principles of technology ethics. 10
- b. Explain the tools of security management. 10
- 10 a. Discuss the managerial approach and its components of managing information technology. 10
- b. Explain with neat diagram information technology architecture. 10