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# 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; July - 2021**

**Management Information System**

Time: 3 hrs

Max. Marks: 100

*Note: Answer any FIVE full questions.*

- 1 a. Define information system. Explain fundamental roles of information system in business. 5
- b. Define system. Explain the different function of system. 6
- c. Explain the different classifications of information system. 9
- 2 a. How could a business use internet technologies to form a virtual company and become an agile company? Explain. 10
- b. Explain the various competitive forces. Also explain different competitive strategies to encounter the competitive forces. 10
- 3 a. Explain enterprises application architecture with neat figure. 8
- b. With neat diagram, explain transaction processing life cycle in transaction processing system. 7
- c. Explain components of target marketing. 5
- 4 a. Explain customer relationship management information system. Explain three phases of CRM. 10
- b. Explain human resources management and accounting information system. 10
- 5 a. Define E-commerce. Explain the E-commerce process architecture that highlights the categories of E-commerce. 12
- b. Explain E-commerce success factors. 8
- 6 a. What are the attributes of information quality? Explain. 5
- b. Discuss the management reporting alternatives with respect management information system. 8
- c. Explain the need for OLAP. Also elaborate basic analytical operations used in OLAP. 7
- 7 a. Describe the major components of organizational planning process. 7
- b. Compare conventional and E-business strategic and application planning approach. 8
- c. List out any five greatest challenges of developing and implementing intranet enterprise portals and enterprise resource planning system. 5
- 8 a. Define system approach. Explain traditional information system development life cycle with neat figure. 12
- b. How companies are encouraging and managing internet website development by business end users. 8

- 9 a. What is hacking? What are the common hacking tactics? 10
- b. Explain the four principles of technology ethics. 10
- 10 a. Explain the major components of business/IT planning process and IT architecture. 10
- b. With a neat diagram, explain the three major components of information technology management. 10

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