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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 / August - 2022
Management information systems

Time: 3 hrs | Max. Marks: 100

Course Outcomes

The Students will be able to:
CO1: Identify the business application is MIS.
CO2: Explain the changing business environment for information technology.
CO3: Illustrate the computer hardware and software work service level agreements.
CO4: Implementation of Information Technology solution in organization.
CO5: Explain issues and challenges in security and professional ethics.

<u>*Note:*</u> *I) PART - A is compulsory. **Two** marks for each question.*
*II) PART - B: Answer any <u>Two</u> sub questions (from a, b, c) for a Maximum of **18 marks** from each unit.*

Q. No.	Questions	Marks	BLs	COs	POs
	I : PART - A	**10**			
I a.	Describe any two major challenges of Information Technology.	2	L1	CO1	PO1
b.	Describe the major Trends that shape EPR's continuing evolution.	2	L2	CO2	PO1
c.	With the help of a sketch define OLAP.	2	L1	CO3	PO1,2
d.	Mention any two differences between operation feasibility and economic feasibility.	2	L2	CO4	PO1,2
e.	Highlights any two common hacking tactics to assault companies through the internet and other networks.	2	L2	CO5	PO1
	II : PART - B	**90**			
	UNIT - I	**18**			
1 a.	With a help of a diagram, illustrate the several types of information systems. Also, describe the various information system resources and products.	9	L2	CO1	PO1
b.	With the help of a diagram, outline the various components of an information system. Explain how customer-focused business builds customer value and loyalty using internet technologies.	9	L1	CO1	PO1
c.	What is the need of business process reengineering? With a help of a diagram, illustrate the basic business strategies of virtual companies.	9	L1	CO1	PO1
	UNIT - II	**18**			
2 a.	Consider an example of customer order process and explain how enterprise application integration middleware connects several business information systems within a company. Also, explain the five major components of targeted marketing for e-Commerce.	9	L2	CO2	PO1

b.	Briefly emphasize the major objectives of Computer Based system manufacturing. With the help of a diagram, explain the major goals of HRM for effective use of human resource of a company.	9	L2 CO2 PO1	
c	Highlight the benefits and challenges of customer relationship management. With a help of a diagram, demonstrate the business process, customer and supplier information flones support by the ERP systems.	9	L2 CO2 PO1	

UNIT - III   **18**

3 a.	What is scope of e commerce? With the help of a diagram, explain the nine essential categories of e-commerce processes.	9	L2 CO3 PO1
b.	With the help of a diagram, illustrate the various components of web-enabled marketing decision support systems. Also describe any two underlying models of DSS to improve business functions.	9	L2 CO3 PO1
c.	Describe the various features of executive information systems. With the help of a diagram illustrate the components of an enterprise knowledge portal that emphasizes its use as a web-based knowledge management system.	9	L2 CO3 PO1

UNIT - IV   **18**

4 a.	Explain the SWOT analysis metric that helps to evaluate their strategic risks/pay off of potential of proposed business/IT opportunities. Also, illustrate the major components of IT architecture.	9	L2 CO4 PO1
b.	With the help of a diagram, explain the system development life cycle.	9	L2 CO4 PO1
c.	With suitable example, illustrate the various plenary feasibility study of Information System Solution to meet a company's business priorities and opportunities.	9	L2 CO4 PO1

UNIT - V   **18**

5 a.	Describe the various ethical responsibilities of business professionals. Write a short note on the following: i) Computer crime ii) Hacking and cracking iii) Computer virus and worms	9	L2 CO5 PO1
b.	Highlight the important challenge that arises from the use of information Technologies in business. With the help of a diagram, explain how a public key and private key encryption works?	9	L2 CO5 PO1
c.	Describe the various approaches to manage the information technology in a large company. What is the need of outsourcing? List and explain the various factors for successful outsourcing.	9	L2 CO5 PO1

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