

**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.***Note: I) PART - A is compulsory. Two marks for each question.****II) PART - B: Answer any Two 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 9 L2 CO5 PO1
- ii) Hacking and cracking
- iii) Computer virus and worms
- 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