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B.M.S. College of Engineering, Bengaluru-560019

Autonomous Institute Affiliated to VTU

January 2024 Semester End Main Examinations

Programme: B.E.

Branch: Industrial Engineering and Management

Course Code: 21IM7DEMIS

Course: Management Information System

Semester: VII

Duration: 3 hrs.

Max Marks: 100

Instructions: 1. Answer any FIVE full questions, choosing one full question from each unit.
2. Missing data, if any, may be suitably assumed.

Important Note: Completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages. Revealing of identification, appeal to evaluator will be treated as malpractice.			UNIT - I	CO	PO	Marks
	1	a)	Define the term "Information System" and explain its role in solving business problems using suitable examples.	CO1	-	10
		b)	Explain the differences between data and information. Provide a real-world example of how converting data into information can benefit a business.	CO2	PO1	10
			UNIT - II			
	2	a)	Illustrate on how Transaction Processing Systems (TPS) contribute to the efficiency of business operations.	CO2	PO1	10
		b)	Discuss the impact of Artificial Intelligence (AI) technologies on business operations.	CO2	PO1	10
			OR			
	3	a)	Discuss the security challenges associated with managing information technology in a global business environment.	CO3	PO2	10
		b)	Explain the ethical considerations that organizations should address when implementing information technology solutions.	CO2	PO1	10
			UNIT - III			
	4	a)	Define the E-commerce framework and explain its key components.	CO3	PO2	10
		b)	Differentiate between B2C (Business-to-Consumer) and B2B (Business-to-Business). Provide an example for each.	CO3	PO2	10
			OR			
	5	a)	Explain the client-server structure of the World Wide Web.	CO3	PO2	10
		b)	Describe the technology behind the web in the context of e-commerce architecture.	CO3	PO2	10

			UNIT - IV			
6	a)	Explain the concept of home banking in consumer-oriented e-commerce and state the benefits.	CO4	PO3	10	
	b)	Describe the concept of home shopping in e-commerce and its impact on consumer behavior.	CO4	PO3	10	
		UNIT - V				
7	a)	Describe digital signatures and explain their role in enhancing the security of EDI transactions.	CO4	PO3	10	
	b)	Explain the role of Electronic Fund Transfer (EFT) in EDI and its impact on financial transactions.	CO4	PO3	10	

B.M.S.C.E. - ODD SEM 2023-24