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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.**

**Semester: VII**

**Branch: Industrial Engineering and Management**

**Duration: 3 hrs.**

**Course Code: 21IM7DEMIS**

**Max Marks: 100**

**Course: Management Information System**

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

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

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

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