

### B3.1-R3: MANAGEMENT FUNDAMENTALS & INFORMATION TECHNOLOGY

**NOTE:**

1. Answer question 1 and any FOUR questions from 2 to 7.
2. Parts of the same question should be answered together and in the same sequence.

**Time: 3 Hours**

**Total Marks: 100**

**1.**

- a) Explain the role of SWOT Analysis in planning.
- b) State the objectives of production planning and control.
- c) Discuss various steps of planning process
- d) "Investment decisions are irreversible in nature and hence, more risky." Discuss.
- e) Explain how the Internet is changing business model in present day firms.
- f) What is an effective control system? Discuss.
- g) Distinguish between:
  - i) Job Rotation and Job Enrichment
  - ii) Authority and Responsibility

**(7x4)**

**2.**

- a) What is meaning and scope of marketing research? What are the main steps involved in marketing research? Discuss.
- b) Describe various capital budgeting techniques.
- c) Discuss any two types of control charts.

**(9+5+4)**

**3.**

- a) Discuss concepts and perspective of human resource management.
- b) What is e-commerce? How is e-commerce business model is different from that of traditional commerce?
- c) "Balance Sheet records stock of assets and liabilities while Profit and Loss Account records flows of income and expenses." In the light of this statement, distinguish balance sheet from Profit and Loss account.

**(7+6+5)**

**4.**

- a) What are the functions performed by distribution channels.
- b) How can information system support strategies at the firm level?
- c) Define-
  - i) ERP
  - ii) SQC
  - iii) DSS
  - iv) CAM
- d) Specify any two informational needs of a finance manager that can be satisfied through a suitable information system.

**(7+5+4+2)**

**5.**

- a) What are the factors determining production control procedures? Explain.
- b) What is the goal of installing supply chain management software? Do we need to have ERP software before we install supply chain software?

**(9+9)**

**6.**

- a) What is information? What is the need of information? What is information technology? Discuss properties and scope of information.
- b) What is decision making? Discuss various types of decision-making environments.
- c) What is knowledge based expert system? Discuss.

**(10+5+3)**

**7.**

- a) Discuss briefly Technical Approach, Behavioural Approach and Socio-Technical Approach to information systems.
- b) Write short notes on any **three** of the following:
  - i) Informal organisations
  - ii) Knowledge Level Systems in an organisation
  - iii) Role of information in supply chain management
  - iv) Intranet and Internet

**(9+[3x3])**