

B3.1-R3: MANAGEMENT FUNDAMENTALS AND INFORMATION SYSTEMS

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) What are the objectives of MIS? Discuss.
- b) What are the Jobs of Production and Operations Management? Explain.
- c) What are the type of decisions and the areas of their involvement? Discuss.
- d) What are the elements of Production Control?
- e) Explain the decision support system concept and how it differs from traditional MIS.
- f) What are the applications of Marketing Management?
- g) What is Knowledge Management Systems?

(7x4)

2.

- a) Define expert system. Discuss knowledge-based expert system.
- b) Explain the functions of Financial Management and its applications.

(9+9)

3.

- a) Discuss Decision Making System. What are the types and nature of decisions? Explain.
- b) What is Statistical Quality Control? What are the areas of usages of statistical quality control? Discuss.

(9+9)

4.

- a) Define Material Requirements Planning (MRP). What are the objectives of MRP? Discuss.
- b) Discuss concepts and perspective of human resource management.

(9+9)

5.

- a) Give examples of several ways of expert systems that can be used in business decision-making situations.
- b) Discuss the following:
 - i) Job Design and Appraisal
 - ii) Job Description
 - iii) SWOT Analysis

(9+9)

6.

- a) What is the theory of organizational behaviour? Explain the nature of Organisational Behaviour.
- b) What is Primary Compensation? Explain the requisites of a sound primary compensation structure? Discuss.

(9+9)

7.

- a) Identify and give examples of several ways that e-Commerce applications provide significant business value to a company and its customers.
- b) What companies are expecting from their future use of Intranets, extranets and enterprise information portals.

(10+8)