

**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 is productivity and how can it be measured?
  - b) What is transaction processing system?
  - c) What is the difference between Authority and Power?
  - d) Explain four Ps' of Marketing?
  - e) What are the Qualities of good leaders?
  - f) What is the role of MIS in an organization?
  - g) What are the objectives of Performance Appraisal?

**(7x4)**
  
2.
  - a) What is Forecasting? Explain the various tools of Forecasting?
  - b) What is a decision support system?

**(9+9)**
  
3.
  - a) Explain the concept of Staffing? What is its importance in an organization?
  - b) What is Communication in Management? What are different barriers of communication?
  - c) What is SWOT Analysis?

**(6+6+6)**
  
4.
  - a) What are the essentials of effective control system? How will you design an effective control system?
  - b) Discuss the following:
    - i) ABC analysis
    - ii) Economic Order Quantity
    - iii) Use of Control Charts

**(9+9)**
  
5.
  - a) What is Marketing Research? Explain the process of marketing research?
  - b) What do you mean by break-even analysis? What are its uses and limitations?

**(9+9)**
  
6.
  - a) What is Compensation? Explain the requirements of good compensation plan?
  - b) Define Information System? Explain the various approaches to information system?

**(9+9)**
  
7.
  - a) Explain processes requirement for designing efficient Sales and Marketing information system?
  - b) What is E-commerce? Explain its role in modern business.

**(9+9)**