

## 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) Explain the contribution of Henry Fayol in the field of management studies.
  - b) Explain any five barriers to the process of communication.
  - c) What are the characteristics of good leadership?
  - d) What are the 4P's of Marketing?
  - e) What do you understand by Working Capital and Fixed Capital?
  - f) Explain the role of e-commerce in Business Management.
  - g) Distinguish between Job Rotation and Job enlargement.

(7x4)
  
2.
  - a) What is planning? Explain the different components of planning.
  - b) Define Marketing Research. Explain briefly various objectives of Marketing Research.

(9+9)
  
3.
  - a) What is meant by delegation of authority? What are the difficulties in the process of delegation?
  - b) Explain the term Performance Appraisal. What are its key objectives?
  - c) Distinguish between line and staff authority.

(6+6+6)
  
4.
  - a) Define Inventory. What is ABC analysis in Inventory Control?
  - b) What do you mean by decision making? What are its basic characteristics?
  - c) Explain the role of information system in business management.

(6+6+6)
  
5.
  - a) State the meaning of Quality Control. Discuss the main techniques of statistical Quality Control.
  - b) What is control? Explain the various characteristics of Managerial control.

(9+9)
  
6.
  - a) What is Capital Budgeting? Explain the techniques of Capital Budgeting.
  - b) Discuss the following:
    - i) Decision Support System
    - ii) Transaction Processing System

(9+9)
  
7.
  - a) Explain the role of Information System in the field of Sales and Distribution.
  - b) Write short notes on **any two**:
    - i) Supply Chain Management
    - ii) CRM
    - iii) ERP

(9+9)