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 role of E-Commerce in the functional area of Marketing.

b) What is Knowledge Management System? How will it help an organization?

c) How do information systems facilitate supply chain management? Explain briefly.

d) Explain the concept of matrix organization.

e) Given a choice between delegations and empowerment, suggest which one should be adopted by a HR-Manager to enhance organization's efficiency and effectiveness.

f) What is the role of Artificial Intelligence in Modern Business Organisation?

g) "Job rotation is one of the ways to make a job enriched." Is the statement true or false? Justify.

(7x4)

2.

a) "Sound organizational structure is an essential prerequisite of effective management". Comment.

b) What is the relevance of forecasting in business? Name any two forecasting tools widely used in business forecasting.

c) Explain the role of an expert system in business decision making.

(6+6+6)

3.

a) What are the four stages of decision making as described by Simon?

b) What is the impact of the Internet on organizations and their process of management? How is the Internet changing the economics of information and related business models?

c) What is channel conflict? Why is it becoming a growing problem in electronic commerce?

(5+8+5)

4.

a) 'Formal and informal organizations are not two different forms, but are two dimensions of the same organizations.' Discuss and bring out clearly the differences between the two.

b) Describe different phases of System Development Life cycle.

c) What is a product life cycle? Discuss different stages in the life cycle of a product.

(6+6+6)

5.

a) Discuss the concepts and perspective of human resource management.

b) Describe various capital budgeting techniques.

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c)   Explain the role of information systems in enterprise resource management.

(6+6+6)

6.

a)   Why is innovation a very important expect of sustainence in modern businesses? How is innovation typically managed in an organization.

b)   What is case-based reasoning? How does it differ from an expert system?

c)   State the role of a good management information system in achieving an efficient and effective control system in an organisation.

(6+6+6)

7.

a)   Explain briefly Transaction Processing System (TPS). What is OLTP?

b)   Distinguish between "Mission" and "Vision". How are goals set in Management by objectives?

c)   What is the importance of working capital management in an organization?

(6+6+6)