

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 skills, which a manager should possess.
- b) 'Leadership is an interpersonal influence process.' Explain.
- c) 'Organising consists of two sub-processes—differentiation and integration.' Illustrate.
- d) What do you understand by SWOT Analysis?
- e) Explain the main objectives of Statistical Quality Control.
- f) Discuss Employees Stock Option Plan as an incentive scheme for employees.
- g) Explain the types of Decisional Support Systems.

(7x4)

2.

- a) 'Managerial planning is a mere ritual in a fast changing environment.' Comment.
- b) 'Delegation of authority is the key to organisation.' Discuss the statement and state the guidelines for effective delegation of authority.
- c) What are the benefits and limitations of interactive marketing for a business?

(6+8+4)

3.

- a) 'Formal and informal organizations are not two different forms, but are two dimensions of the same organisation.' Discuss and bring out clearly the differences between the two.
- b) Define Communication. What are the essentials of good communication system?
- c) How can Internet technologies improve relationships and service for a business?

(7+7+4)

4.

- a) Explain the meaning and objectives of Quality Control.
- b) What is product life cycle? Discuss the different stages in the lifecycle of a product.
- c) Explain Knowledge Management System in brief.

(7+7+4)

5.

- a) Compare NPV (Net Present Value) and IRR (Internal Rate of Return) methods of Investment decisions. Which one of the two, you find to be more rational and why?
- b) Why do firms need working capital? What are the main components of working capital management?

(9+9)

6.

- a) Define Management Information System (MIS). What are the pre-requisites of an effective MIS?
 - b) Explain the role played by financial information system in making financial decisions.
- (10+8)**

7.

- a) What is ERP (Enterprise Resource Planning)? Explain the different types of ERP systems.
 - b) Describe the phases of System Development Life cycle.
- (10+8)**