

## B3.1-R4: MANAGEMENT FUNDAMENTALS AND INFORMATION SYSTEMS

### NOTE:

1. Answer question 1 and any FOUR from questions 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) *"Failing to plan is planning to fail."* Comment on the statement and discuss the importance of planning to make an organization successful.
- b) *"Management is doing things right; leadership is doing right things."* In the light of this statement, bring out the differences between a manager and a leader.
- c) *'What gets measured is what gets done.'* Do you agree with the statement in connection with control process? Also, state the importance of measurement in control.
- d) *'A formal organizational design is rationally developed; while an informal organization develops in accordance with individuals' interpretations and behavior.'* Discuss the role of formal and informal organizations in the context of the given statement in making an organization.
- e) *'Foolproof systems don't take into account the ingenuity of fools.'* Comment on this statement and discuss about a system vulnerability to frauds.
- f) *'A good process helps talented people get more done while a bad process destroys the talent of talented people.'* Discuss how one may design a bad process without doing proper Requirement Analysis of a system?
- g) Distinguish between Accounts Receivable System and Accounts Payable System.

(7x4)

2.

- a) *"No employee wants control on him/her, yet the management has to have it".* Discuss why the employees resist control and what the management can do to make them acceptable.
- b) Researchers have shown that one of the serious concerns of the customers that restrict them to transact on line is – safety and security of their personal details and transactions. Assuming that you are working in an e-commerce company and you are responsible for ensuring safety and security of the transactions. Suggest *any four* measures which will ensure safe and secured on line transaction for the customers.

(10+8)

3.

- a) *'Every system exists if it has a reason to exist.'* We have different types of systems and each one has a reason for its existence. Suggest for what reason/purpose the following type of systems may exist or may be used:
  - i) Deterministic System
  - ii) Probabilistic System
  - iii) Open System
  - iv) Closed System
  - v) Physical System
  - vi) Abstract System
- b) Identify the three basic information needs of Human Resource Manager.

(12+6)

4.

- a) 'Everyone wants to develop a software within minimum possible time and RAD ensures that.' In the light of the statement, discuss the following about Rapid Application Development (RAD) Model:
- i) What is RAD Model?
  - ii) What are different phases of RAD?
  - iii) What are its advantages and limitations?
  - iv) Suggest one area of its application.
- b) Give the full forms of the following:
- i) MIS
  - ii) EIS
  - iii) TPS
  - iv) DSS

[[2+4+6+2]+4)

5.

- a) "Unlike the Classical Theory of Management in which emphasis used to be given to monetary incentives, with the sole objective of high production and efficiency, the Behavioural Management Theory is concerned for worker satisfaction and good working conditions." In the light of this statement, define the Behavioural Management Theory and how it different from the Classical Theory and the Management Science Theory of Management.
- b) Define the following: (**Attempt any three**)
- i) System Architecture
  - ii) System Quality
  - iii) System Testing
  - iv) System Maintenance

(12+6)

6.

- a) "CRM provides selling organizations with the platform to obtain a competitive advantage by embracing customer needs and building value-driven long-term relationships." Define CRM (Customer Relationship Management) and given the above statement, highlight the advantages of CRM to a selling organization. Also, discuss the factors responsible for successful CRM.
- b) Explain the role of system documentation in the system development process.

(12+6)

7.

- a) "The Enterprise Resource Planning (ERP) is an integrated approach where in planning is done in holistic manner integrating all functional areas." Discuss the role of ERP in an organization and its advantages in the light of the above statement.
- b) Write short notes on **any three** of the following:
- i) Maslow Hierarchy of Needs
  - ii) Grapevine as an informal channel of communication in an organization
  - iii) Hardware Evaluation and Selection
  - iv) Principles of Information Security
  - v) Computer Center Security Controls

(6+[3x4])