

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

### 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) Differentiate between Internet and Intranet Controls and PC controls.
  - b) "Prototyping is desired method of development of DSS."- Comment.
  - c) What are formal and informal organizations in management?
  - d) Give two distinct reasons to establish the need for Software Configuration Management.
  - e) Discuss the levels of activities carried out in Supply Chain Management.
  - f) What is the role of Database management in an e-Business information System?
  - g) What are the main characteristics of structured and unstructured decisions?

**(7x4)**
  
2.
  - a) Discuss the role of managers at various levels of management.
  - b) What is CRM? Why companies adopt CRM as an important tool of management?
  - c) Describe at least 3 advantages that expert systems offer organisations that would otherwise have to employ human experts.

**(8+5+5)**
  
3.
  - a) Discuss the objectives and characteristics of MIS.
  - b) What does phishing mean and how does phishing work?

**(10+8)**
  
4.
  - a) What is Prototype model - advantages, disadvantages and when to use it?
  - b) Discuss the various functions of management.

**(12+6)**
  
5.
  - a) Write short notes on:
    - i) Data Dictionary
    - ii) Data Element
    - iii) Data Structure
    - iv) Data Store
    - v) Data Flow
  - b) What do you mean by Office Automation? Explain the Features of Office Automation System.

**(10+8)**
  
6.
  - a) Discuss the relationship between Mission, Vision and Goal statement
  - b) Describe in detail various components of application controls.
  - c) Discuss the characteristics of ERP systems.

**(6+8+4)**
  
7.
  - a) Discuss two main categories of Data Management Controls in detail.
  - b) What function does controlling serve in the process of management?

**(6+12)**