

**B31-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) Describe the different levels of Management in an organization.
(b) What are various types of Organizational Structures ? Discuss.
(c) Differentiate between Deterministic and Probabilistic systems with an example.
(d) What are Group Decision Support Systems (GDSS) ? Discuss them in brief.
(e) Distinguish among malware, a virus, a worm, and a Trojan horse.
(f) "Encryption protects information." Comment.
(g) What is the need to ensure quality in a software ? (7x4)
2. (a) Discuss the Role of Computer applications in Marketing Management.
(b) Discuss the differences in Operating System Controls and Data Management Controls. (9+9)
3. (a) Discuss the role of Finance and Accounting Information Systems in managing various financial activities in an organization.
(b) What is Post-implementation review ? How is it carried out in an organization ? (9+9)
4. (a) What is ERP ? Describe its main characteristics, benefits and limitations in an organization.
(b) Discuss the important stages of Planning in the process of managing an organization. (9+9)
5. (a) 'Rapid Application Development (RAD) speed up the entire life cycle of a software development.' Comment and discuss RAD disadvantages.
(b) Explain the role of a system analyst during System Development Life Cycle (SDLC). (9+9)
6. (a) What is Information Security ? Discuss its main principles.
(b) What are the different forms of system conversion strategies? Explain their advantages and disadvantages in detail. (9+9)
7. Write short notes on the following :
(a) Executive Information System (EIS)
(b) Power and Authority
(c) Prototype (3x6)

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