

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) What exactly is an information system? What are its management, organization, and technology components?
 - b) Define information requirements and explain why they are difficult to determine correctly.
 - c) What do you understand by identity theft?
 - d) Explain how encryption protects information.
 - e) Differentiate between operational and analytical aspects of customer relationship management.
 - f) Explain the concept of informal organization.
 - g) Discuss the concept of SWOT analysis and its significance for the organizations.

(7x4)

2.
 - a) "An important part of the information systems field is concerned with behavioural issues that arise in the development and long-term maintenance of information systems". Do you agree with the statement? Give justification for your answer.
 - b) "A decision support system is a computer based system that helps the decision maker utilize data and models to solve unstructured problems." In the light of this statement, discuss the role of models in a decision support system.

(9+9)

3.
 - a) Why controls are necessary for managing information systems? What are the objectives of application controls? Discuss the components of application control in detail.
 - b) Why is it important to motivate employees? Discuss any two theories of motivation.

(10+8)

4. What are the different threats one can face while purchasing products online? Explain each of them in detail. Further, discuss what security measures one can take to ensure safe transactions online.

(18)

5.
 - a) Elaborate how different types of Supply Chain Management (SCM) software can help organizations in planning their supply chains as well as executing various steps of the supply chain. Further, take an example of organization dealing in automobile manufacturing and explain how the organization can use SCM software for improving operational efficiency.
 - b) Why is it essential to ensure the quality of software?

(12+6)

6.
 - a) Discuss different types of system conversion strategies. Explain their advantages and disadvantages in detail.
 - b) Explain the concept of agile development. How is this different from other methods of software development?
 - c) Which, according to you should organization concentrate on corrective maintenance or preventive maintenance. Support your answer with necessary arguments and reasons.

(8+6+4)

7. You are into event management business and deals with corporate clients. Your organization help corporates in organizing and managing different events related to training and development of the employees. With reference to this, answer the following questions:
- a) What are the different business processes involved in managing an event? What data do you need to capture and from what sources?
 - b) Discuss in detail how information systems can help you in planning as well as executing these events.

(8+10)