

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) Discuss the factors that influence a firm's organizational structure.
 - b) Describe the various components of a DSS with a diagram.
 - c) Describe centralization and decentralization as the key ingredients in establishing the decision-making hierarchy.
 - d) Describe the phases of designing an expert system. What term is used to call the whole process?
 - e) What is Risk, threats and Vulnerability?
 - f) Differentiate between operational control and management control techniques.
 - g) What is RAD model and when to use it?

(7x4)
2.
 - a) Describe the various categories of CRM based on their characteristics.
 - b) What is SWOT Analysis? Explain all the components of SWOT.

(12+6)
3.
 - a) Describe the different organizational levels and also discuss the fundamental role of each level in the organization with suitable sketch.
 - b) What are the differences among a computer virus, a worm, a Trojan, malware, and spyware?

(9+9)
4. How the risk is assessed and managed in information systems? Explain the various risk assessment methodologies and tools.

(18)
5.
 - a) "To minimize Errors, Disaster, Interruption of service, Computer Crime and breaches of security, special policies and procedures must be incorporated into the design and implementation of information system." In the light of the statement, highlight the role of control techniques in an information system.
 - b) Differentiate between:
 - i) E-Commerce and E-Governance.
 - ii) Decision Support System and Group Decision Support System
 - iii) Push-Based and Pull-Based models of Supply Chain Management
 - iv) Planning and Control

(10+[2x4])

6.

- a) What is BPR? How is it related to ERP?
- b) Discuss how delegation and authority are related to each other.
- c) What is SCM? Discuss the various links involved in SCM.

(4+4+10)

7.

Write notes on:

- i) Need of ERP Systems
- ii) Functions of management
- iii) Computer centre security and controls

(7+7+4)