

**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) Explain the information required at Top-level management and Middle-level management.
(b) Describe the criteria for software selection.
(c) Explain deterministic system with example.
(d) "Planning is looking ahead and controlling is looking back." Comment.
(e) What is the significance of motivation in an organization ?
(f) What are the characteristics of information required for strategic planning ?
(g) Differentiate between MIS and DSS. (7x4)
2. (a) Describe the role of encryption and digital certificates in a public key infrastructure.
(b) Explain SWOT analysis and its significance for an organization. (10+8)
3. (a) Define an expert system and its components. How does it work ? Also, explain its value to a business.
(b) Elaborate how a Customer Relationship Management (CRM) system can help an organization in enhancing customer relationships. (9+9)
4. (a) Describe the information systems supporting the major business functions : sales and marketing, manufacturing and production, finance and accounting and human resources.
(b) What is the relationship between organizations, information systems and business processes ? (9+9)
5. (a) Explain Open and Closed Systems with example.
(b) Explain Transaction Processing Systems (TPS) and discuss its applications. (9+9)
6. (a) What are the benefits and limitations of ERP system ?
(b) Discuss Application controls. (9+9)
7. (a) Explain private key and public key encryption.
(b) Differentiate between Risk, Vulnerability and Threat in respect of security management. (9+9)

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