B3.1: 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) Discuss the difference between efficiency and effectiveness and include a specific example for each.

b) What are Enterprise Resource Planning systems? Briefly discuss various benefits and challenges of ERP systems.

c) "Planning is looking ahead and controlling is looking back." Comment.

d) What is information overload? How is it usually dealt with by human beings?

e) What is the difference between Quality Assurance and Quality Control?

f) What is feed forward control? Explain its mechanism with an example.

g) Briefly describe the communication process model.

(7x4)

2.

a) Enumerate the computational support needed for planning. Describe each of the support function briefly.

b) Discuss quantitative and qualitative forecasting techniques. Identify and describe two popular techniques of each.

(9+9)

3.

a) Compare and contrast NPV (Net Present Value) and IRR (Internal Rate of Return) methods of Investment decisions. Which one of the two, you find to be more rational and why?

b) Discuss briefly Technical Approach, Behavioural Approach and Socio-Technical Approach to information systems.

(9+9)

4.

a) How could Sales Force Automation (SFA) help improve salesperson's productivity, marketing management, and competitive advantage?

b) How do financial information systems support financial management in an organisation? Discuss briefly any four major financial information systems.

(9+9)

5.

a) Define Material Requirements Planning (MRP). What are the objectives of MRP? Discuss in detail.

b) What are the important factors you would use in evaluating computer hardware and software? Explain why would you use these factors.

(9+9)

6.

a) What are supply chain planning systems and what functions do they perform?

b) How can the Internet and Internet technology facilitate supply chain management?

(9+9)

7.

a) What are the several e-business and e-commerce strategies and applications that should be developed and implemented by many companies today? Explain your choices

b) Demonstrate how customer relationship management systems achieve customer intimacy by integrating all customer contact information and making it available throughout the firm.

(9+9)