B3.1-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) Explain Maslow's Hierarchy of needs theory.
b) Distinguish between a push-based and pull-based model of supply chain management.
c) Explain why the testing stage of system development is so important. Name and describe the three stages of testing for an information system.
d) Differentiate between power and authority.
e) Explain the concept of matrix organization.
f) "Planning is looking ahead and controlling is looking back." Comment.
g) Briefly describe the communication process model.

(7x4)

2. Why do we need different types of information systems for various levels of management in an organization? Explain characteristics of each type of these information systems in detail. Further, discuss the relationship between them. **(18)**

3.

a) Describe the tools and capabilities of Customer Relationship Management software for sales, marketing, and customer service.
b) Define information system prototyping. List and describe the steps in the prototyping process. Describe its benefits and limitations.

(9+9)

4. List and describe the most common threats against contemporary information systems. Further, discuss important tools and technologies for safeguarding information resources of an organization. **(9+9)**

5. Explain any **three** of the following concepts:

a) SWOT analysis
b) Rapid Application Development
c) Business Process Reengineering
d) Software Licensing

(3x6)

6.

a) Discuss various types of organization structures in detail.
b) You are recruited as HR manager of an organization. Discuss how you can utilize information systems in performing various activities related to human resource management.

(9+9)

7. There are many different types of control reviews that can be performed on input, output and processing of information for a given computer application. Discuss general guidelines that can be used to review these controls for any computer application that may be used in an organization.

(18)