

B3.1-R4: MANAGEMENT FUNDAMENTALS AND INFORMATION SYSTEM

«QP_SRLNO»

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 concept of digital firm.
- b) Explain how Group decision-support systems (GDSS) help people working in a group make decisions more efficiently?
- c) While developing an information system the most challenging task of the systems analyst is to define the specific information requirements that must be met by the chosen system solution. Do you agree with the statement? Give justification for your answer.
- d) Differentiate between deterministic and probabilistic systems.
- e) Discuss the concept of SWOT analysis and its significance for the organizations?
- f) Why is it essential to ensure the quality of software?
- g) "Planning is looking ahead and controlling is looking back." Comment.

(7x4)

2.

- a) You are hired as an IT expert by a cab service provider organization which is operating all over India and planning to implement information systems to manage bookings as well as tracking cabs. As an IT expert what type of information systems would you suggest that can help this organization? Further discuss what data do you need to capture and from what sources for execution of the information systems?
- b) "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.

(9+9)

3.

- a) Define an expert system and its components, describe how it works, and explain its value to business.
- b) Why is it important to motivate employees? Discuss any two motivational theories in detail.

(10+8)

4.

What are the different threats one can face while using online banking services. Explain each of them in detail. Further discuss what security measures one can take to ensure safe transactions online.

(18)

5.

- a) Elaborate how customer relationship management (CRM) systems can help organizations in enhancing customer relationships. Further take an example of organization dealing in online retail and explain how the organization can use CRM systems for increasing their customer base.
- b) Which organization, according to you, should concentrate on corrective maintenance or adaptive maintenance and why?

(12+6)

6.

- a) Describe the characteristics of transaction processing systems (TPS). Further explain how it is different from Management information systems (MIS) and Decision support systems (DSS).
- b) Define information system prototyping. Describe its benefits and limitations. List and describe the steps in the prototyping process.

(9+9)

7. Explain the following concepts:

- a) Application controls
- b) Risks in ERP implementation

(9+9)