

B.E. / B.Tech. Computer Science & Engineering (Model Curriculum) Semester-V
TEE105CS / PRINCIPLES1 - Principles of Management Information System

P. Pages : 2

Time : Three Hours



GUG/W/24/13815

Max. Marks : 80

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- Notes :
1. All questions carry equal marks.
 2. Illustrate your answers wherever necessary with the help of neat sketches.
 3. All questions are compulsory.

1. a) Define Management. Discuss the scope of management required in all types of organization. **8**
- b) Sigma ltd is a large company manufacturing electric motors. The company has several departments-Production, Marketing, Finance and Hr. Mr. Shashank, CEO of company set the target sale of 10 crore in a month. To increase the sales, the marketing manager, Mr. Ishaan insists on offering 10% discount to customers. But finance manager, Mr. Ajay does not approve discount as it would mean loss of revenue. Because of dual subordination the sales manager, Mr. Anshik could not achieve the target. **8**
- i) Which concept of management is lacking here?
- ii) Which 2 principles of management have been overlooked by this company? Explain.
- iii) Discuss the levels of management here and their managerial roles applied in this company.

OR

2. a) What do you understand by “Planning”? Discuss about ongoing / continuing plans in details. **8**
- b) Explain Decision making. Discuss types of decision making helpful in organization. **8**
3. a) Write definition of information system. Explain components of information system. **8**
- b) Define ‘Management Information System’. Write in brief about evaluation of MIS. **8**

OR

4. a) Explain how MIS is helpful in banking sector. Discuss about database, workflow planning, software and other related concepts of MIS. **8**
- b) Outline the benefits and limitations of MIS. **8**
5. a) What is Market Segmentation? Write criteria for segmentation and discuss levels of MIS. **8**
- b) Differentiate between: Global and International Marketing. **8**

OR

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| 6. | a) | What is STP Marketing? Explain in detail showing stages in target marketing strategy development. | 8 |
| | b) | What is Marketing Planning? Write in brief about key components of Marketing Planning. | 8 |
| 7. | a) | Highlight importance of Human resource management for organization, employee and society. | 8 |
| | b) | Discuss in detail operative functions of Human resource management. | 8 |

OR

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| 8. | a) | Explain process of Human resource planning with suitable diagram. | 8 |
| | b) | Define 'Selection'. What steps are involved in Selection process of Personnel? | 8 |
| 9. | a) | Define Organization Behavior. Elaborate the fundamental elements. Why it is important in management? | 8 |
| | b) | Write in detail about following organization structure with their pros and cons: | 8 |
| | a) | Flat Organization structure | |
| | b) | Functional Organization structure. | |

OR

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| 10. | a) | What are Organization Stressors? What are the types of stress in Organization Behavior? | 8 |
| | b) | Explain Organization Design. Draw functional organization chart of HR department in generalized way. | 8 |
