

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

P. Pages : 2

Time : Three Hours



GUG/W/24/13815(S)

Max. Marks : 80

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- Notes :
1. All questions carry equal marks.
 2. Due credit will be given to neatness and adequate dimensions.
 3. Assume suitable data wherever necessary.
 4. Diagrams and Chemical equation should be given wherever necessary.
 5. All questions are compulsory.

1. a) Define Management. Explain functions of management in brief. 8
- b) Explain 14 principles of level of management given by Henry Fayol. 8

OR

2. a) Explain general framework of planning and give importance of planning in detail. 8
- b) What are the different Managerial Roles? Explain in detail. 8
3. a) Discuss with suitable diagram steps involved in implementation of Management Information System. 8
- b) What is Information System? How can you ensure security of an Information System? 8

OR

4. a) Discuss the recent trends in MIS on the basis of new technology. 8
- b) Differentiate between: Management Information System and Decision Support System. 8
5. a) What is Marketing Planning? Elaborate and discuss about steps of Marketing planning. 8
- b) Highlight in detail about how to determine your market segment. 8

OR

6. a) Discuss in detail example of Nestle market segmentation, targeting and positioning. 8
- b) What is Marketing Environment? What do you think about marketing environment in India? Discuss. 8
7. a) What do you understand by Human Resource Management (HRM)? Draw pictorial representation of functions of HRM in detail. Explain HR Development. 8

- b) Explain types of Selection Test. Explain Recruitment and selection. **8**

OR

- 8.** a) Write short note on: **8**
i) Induction ii) Placement
iii) Development iv) Training.

- b) Explain process of Human resource planning with suitable diagram. **8**

- 9.** a) What is Organizational Structure? Discuss in detail Four types of Organizational structure. **8**

- b) Explain with diagram steps of Organizational Design. **8**

OR

- 10.** a) Differentiate between: **8**
i) Organizational design & Human Resource Management.
ii) Organizational design & Organizational structure.

- b) Write about some of the successful companies with divisional organizational structure. **8**
Draw the general format of divisional organizational structure.
