

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/S/25/13815**

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. Illustrate your answers wherever necessary with the help of neat sketches.
  5. All questions are compulsory.

1. A) What is management? Explain the levels of management with suitable diagram. 8
- B) Kushal Ltd is a leading automobile company in various departments is setting up their own objectives; without paying any interest to the organizational objectives. 8
- i) Which aspect of management the company is lacking? What will be its impact on organization?
  - ii) Identify principle of management which has been overlooked by this organization.
  - iii) State any 2 values neglected by the people of this organization

**OR**

2. A) Explain any four techniques of planning in management. 8
- B) Write short notes about: 8
- |                        |               |
|------------------------|---------------|
| a) Negotiator          | b) Figurehead |
| c) Disturbance handler | d) Liaison    |
3. A) Write in brief about types of information system. Draw suitable diagram depicting Information System hierarchy and management hierarchy. 8
- B) Write short note on: 8
- |                          |                                  |
|--------------------------|----------------------------------|
| i) Evaluation approaches | ii) Product based MIS evaluation |
|--------------------------|----------------------------------|

**OR**

4. A) Discuss about the challenges of MIS in public organization based on: 8
- i) Humanistic factors
  - ii) Organizational factors
  - iii) Environmental factors
- B) Write short note about: 8
- |                                  |                                |
|----------------------------------|--------------------------------|
| i) Management Information system | ii) Decision Support system    |
| iii) Executive support system    | iv) Transaction Support system |
5. A) What is market segmentation? Discuss types of Market Segmentation. 8
- B) Explain 4P's of marketing. What questions to consider; when working on 4P's? 8

**OR**

6. A) What is STP marketing? Explain in detail showing stages in target marketing strategy Development. **8**
- B) How "Reliance Jio" the Indian telecom market with aggressive marketing strategies? Also highlight on what is marketing environment? **8**
7. A) Define human resource management. Explain scope of HRM in following aspects: **8**  
 i) The personal aspect  
 ii) The welfare aspect  
 iii) The industrial aspect  
 Also, explain role of HR manager.
- B) Define human resource planning. What factors can affect Human Resource Planning? Explain in detail. **8**

**OR**

8. A) Define "Training". What is the need of training for employees? Discuss. **8**
- B) Explain "Off the Job" Training methods. **8**
9. A) Define organizational behavior. Highlight about some fundamental OB theories; and How do they impact management practices? **8**
- B) Write Short note on **8**  
 i) Divisional Organizational Structure  
 ii) Matrix Organizational Structure

**OR**

10. A) What is organizational development? Explain 5 phases of Organizational Development strategy. **8**
- B) Draw functional organization chart of Human Resource department in generalized way and explain the structure. **8**

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