B.E. Computer Science & Engineering (Model Curriculum) Semester-V

TEE105CS - Principles of Management Information System

P. Pages : 1 **GUG/W/23/13815**

Time : Three Hours * 7 4 0 2 * Max. Marks : 80

Notes : 1. All questions carry equal marks.
2. All questions are compulsory.

1. a) What is management? Explain function of management in details. **8**

b) Explain 14 Henri Fayol's principle of management in details. **8**

OR

2. a) Explain four Taylor's principle of management. **8**

b) Write a short note on "Management Vs Administration". **8**

3. a) Explain Six-stage Nolan model in detail? **8**

b) Define MIS? What are the objectives and characteristics of MIS? **8**

OR

4. a) Explain roles of information system in business? **8**

b) Write a short note on closed and open system. **8**

5. a) What is marketing segmentation? Explain the bases of segmenting market for industrial goods. **8**

b) Write a short note on financial management? **8**

OR

6. a) Explain Indian marketing environment in detail? **8**

b) Explain market research in details. **8**

7. a) What is human resource management? Explain the importance of human resource planning. **8**

b) What are the different types of training involved in HRM? Explain? **8**

OR

8. Write a short note on **16**

i) Safety and health ii) Importance of training

iii) Selection iv) Security

9. a) Write a short note on managing work stress. **8**

b) What is meant by organizational development? Discuss its characteristic features? **8**

OR

10. a) Explain the technique involved in designing effective organizational structure. **8**

b) Write a short note on **8**

i) Supportive Behaviour model ii) Collegial behaviour model.

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