



Name :

Roll No. :

Invigilator's Signature :

**CS/M.Tech(CSE)/SEM-2/CSEM-201/2012
2012**

INTRODUCTION TO MANAGEMENT

Time Allotted : 3 Hours

Full Marks : 70

The figures in the margin indicate full marks.

*Candidates are required to give their answers in their own words
as far as practicable.*

GROUP - A

(Multiple Choice Type Questions)

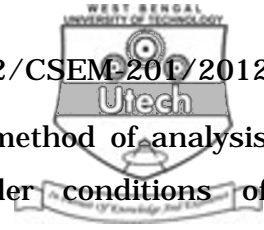
1. Choose the correct alternatives for the following :

10 × 1 = 10

- i) BPO can also be known as
 - a) Rough Cut Services
 - b) Simulation Methods
 - c) Web Enabled Services
 - d) Business Process Re-engineering.
- ii) Who initiated the development of BPR ?
 - a) Michael Porter
 - b) Michael Hammer
 - c) Millar
 - d) Tafton.



- iii) Who did not aid in the development of SCM ?
- a) Arntzen Brown b) Tafton
c) Harrison d) Davenport.
- iv) The issue with which Supply Chain Management decision is not concerned is
- a) Transportation b) Location
c) Inventory d) Customer Relations.
- v) Decision Support System (DSS) deals with
- a) unstructured situation
b) individuals and groups
c) adaptive
d) none of these.
- vi) The proposition in modern business that very often competition may start from within the organisation was proposed by
- a) Porter b) Hammer
c) Lee d) Champy.
- vii) Which one of the following functions is not normally performed by ERP ?
- a) Treasury b) Security
c) CRM d) Invoicing.
- viii) Which one of the following issues is not related with decision support systems ?
- a) Payoff matrix
b) Rough Cut Methods
c) Probability of Occurrence
d) States of nature.



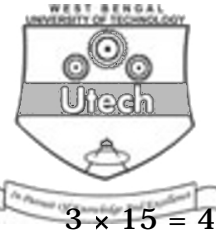
- ix) Which one of the following is not a method of analysis in decision support systems under conditions of uncertainty ?
- a) Minimax criterion b) Maximin criterion
c) Regret criterion d) Maximax criterion.
- x) Which one of the following is not a method of analysis in SCM ?
- a) Value analysis b) Rough cut method
c) Simulation d) Network design.

GROUP - B

(Short Answer Type Questions)

Answer any *three* of the following. 3 × 5 = 15

2. According to Porter and Millar, the structure of industry is embodied in five competitive factors that determine the profitability of the industry. Identify and explain the role of each factor.
3. Enumerate the basic differences between MIS and DSS. What are the characteristics and capabilities of DSS ?
4. Explain the differences between MRP and MRP II.
5. What are the differences between PERT and CPM in Project management ?
6. Explain the benefits of using ERP. How does it help in improving profitability ?



GROUP - C

(Long Answer Type Questions)

Answer any *three* of the following. $3 \times 15 = 45$

7. Explain the "Rough Cut" and "Network" methods of design in SCM. What are the specific reasons for selecting either method ?
8. Explain briefly, the following terms :
 - a) Payoff matrix
 - b) Regret Criterion
 - c) Decision Support Systems under Certainty.
9. Explain the steps involved in obtaining information in Business Systems Planning.
10. Explain the history of development of Supply Chain Management.
11. Explain the concept of CRM. How does it help in improving customer relationship while at the same time improving quality ?
12. A computer company is planning to embark on a major TV campaign. Three TV networks are available for use by the firm in carrying out this campaign. These alternative networks are designated A1, A2 and A3. Associated with each TV network are three possible outcomes. These represent increments in total profits for the firm, which results from the use of a particular network. The payoff matrix is :

	S1	S2	S3
A1	35	65	5
A2	36	12	48
A3	- 3	60	30

Use Laplace and Regret Criteria (separately) to evaluate and suggest the best possible solution. Do the two methods suggest the same solution ?

