Name : .....

Roll No. : .....

Invigilator's Signature : .....

CS/M.TECH (CSE)/SEM-2/CSEM-201/2013

2013

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) Which of the following does not produce / market ERP packages ?

   a) SAP b) BAAN

   c) IBM d) MARKHAM.

   ii) Which one of the following is usually not part of an ERP package ?

   a) OLAP b) CRM

   c) CISCO d) PLM.

iii) The term SCM stands for

a) Supplier and Customer Management

b) System Computation Method

c) Supply Chain Management

d) System Change Management.

iv) Which one of the following is *not* associated with the Development of BPR ?

a) Michel Porter b) Michael Hammer

c) James Champy d) Davenport.

v) Which one of the following is *not* associated with developments in SCM ?

a) Arntzen Brown b) Hammer

c) Harrison d) Tafton.

vi) In supply chain modelling which one of the following methods is not used ?

a) Network Design

b) Rought Cut method

c) Simulation

d) Uncertainty method.

vii) Simulation usually aids in

a) 'What-if' analysis

b) Analog modelling

c) Manpower Planning

d) Feedback Control.

viii) Which one of the following is associated with SAP Programming ?

a) FORTRAN b) Algol

c) ABAP/4 d) COBOL.

ix) Which of the following is not normally a part of an ERP function ?

a) HR Module b) PLM

c) Recovery Module d) CRM Module.

x) SAP's 3 layer approach does not have which of the following layers ?

a) Data Base Layer b) Network Layer

c) Application Layer d) Presentation Layer.

GROUP – B

(Short Answer Type Questions)

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

2. Explain the concept of 'Supply Chain Management'. What are the methods used for development of supply chain modelling ?

3. What is a 'Pay off Matrix' ? Explain how it is used.

4. Explain the differences between decision-making under certainty, decision making under uncertainty and decision making under risk. Give an example for each case.

5. Explain the basic concepts of BPR.

GROUP – C

(Long Answer Type Questions)

Answer any *three* of the following. 3 × 15 = 45

6. Explain each of the following terms : 3 × 5

   a) OLAP

   b) PLM

   c) CRM.

7. Suppose that it is required to specify the nature of an emergency air cargo fleet for supplying relief to the victims of earthquakes. Assume that two kinds of aircraft are available, differing only in that one has a longer-range than the other. If a crisis should develop relatively close to home

base (Kolkata, for example), then the short-range plane would be most effective. If the crisis is far away, however, then the short range plane might be forced to take an indirect route and thus be inefficient. Finally, someone suggests that the required emergency carrying capacity could be attained economically, for some situations at least, by using trucks instead of aircrafts. For an example set of possible emergencies, assume that the payoff matrix is

	Iberian Peninsula	Azerbaijan	Wales
Short Haul	100	40	30
Long Haul	70	80	20
Trucks	0	0	110

where the numbers in the matrix represent some acceptable measure of utility. Which method of decision making would you suggest ? What is the optimum solution ?

8. A company must decide whether to build a large plant or a small plant to manufacture a product with a market life of ten years demand for the product may be high in he first two years but, if many of the initial users find it unsatisfactory, the demand could fall to a low level thereafter. Alternatively high initial demand could indicate the possibility of a sustained high-volume market. If the demand is initially high and remains so, and the company finds itself with insufficient capacity within the first two years, competing products will certainly be introduced by other companies.

If the company initially builds a big plant, it must live with it for the whole ten years, whatever the size of the market demand. If it builds a small plant, there is the option of expanding the plant in two years time, an option that it would that it would only take up if the demand were high during the introductory period. If a small plant is built initially and demand is low during the introductory period, the company will maintain operations in the small plant and make a good profit on the low-volume throughput. Market Information : 60% chance of a large market in the long run and 40% of a long-term low demand developing initially as follows :

Initially High, sustained High	60%
Initially High, long-term Low	10%
Initially Low, continuing Low	30%
Initially Low, long-term High	0%

Annual Income :

A large plant with high market volume yields 1 crore

A large plant with low market demand would yield 10 lakhs

A small plant with low market demand would yield 40 lakhs

A small plant with an initial period of high demand would yield 45 lakhs

but because of competition this would drop to 25 lakhs in the long run, if high demand continues.

If an initial small plant were expanded after 2 years to meet sustained high demand, it would yield 70 lakhs per annum for the remaining 8 years.

If an initial small plant were expanded after 2 years, but the high demand is not sustained, the estimated annual income for the remaining 8 years would be 5 lakhs.

A large plant will require 3 crores to build ; a small plant will require 1·3 crores initially to build and an additional 2·2 crores if expanded after 2 years. What options would you suggest ?

9. Explain the postulates proposed by Porter and Millar. Give examples of how some industries have benefited from utilising the suggestions in the postulate.