	Utech
Name:	(4)
Roll No. :	Proposity participal
Invigilator's Signature :	

### **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**

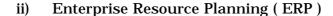
# ( Multiple Choice Type Questions )

1. Choose the correct alternatives for any *ten* of the following :

 $10 \times 1 = 10$ 

- i) Enterprise Resource Planning (ERP) is
  - a) severely limited by current MRP computer systems
  - b) not related to MRP
  - c) an advanced MRP II system that ties in customers and suppliers
  - d) not currently practical.

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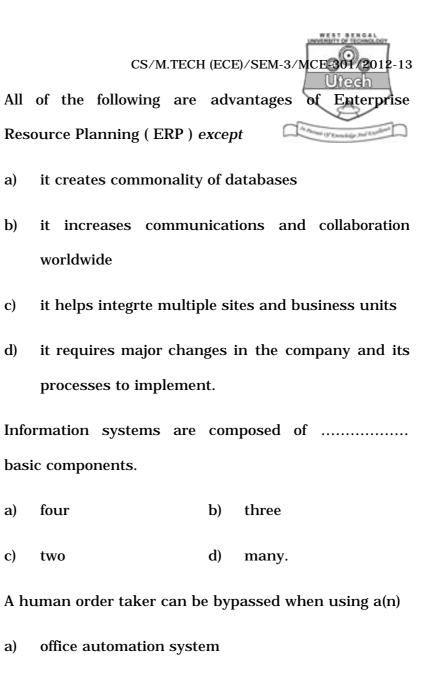




- a) has been made possible because of advances in hardware and software
- b) uses client / server networks
- c) creates commonality of databases
- d) all of these are true of ERP.
- iii) Which of the following is false concerning Enterprise Resource Planning ( ERP ) ?
  - a) It attempts to automate and integrate the majority of business processes
  - b) It shares common data and practices across the enterprise
  - c) It is inexpensive to implement
  - d) It provides and accesses information in a real-time environment.

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management information system

transaction processing system

decision support system.

iv)

a)

b)

c)

d)

a)

c)

a)

b)

c)

d)

four

two

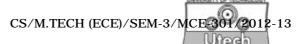
v)

vi)

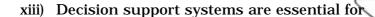
vii) The ..... can help you choose a product office automation system a) b) management information system transaction processing system c) decision support system. d) viii) Information is a) Data b) Processed data Manipulated input c) d) Computer output. For taking decisions data must be ix) a) very accurate b) massive processed correctly c)

d)

collected from diverse sources.



- x) Strategic information is needed for
  - a) day to day operations
  - b) meeting government requirements
  - c) long range planning
  - d) short range planning.
- xi) In motor car manufacturing which of the following types of information is tactical ?
  - a) Decision on introducing a new model
  - b) Scheduling production
  - c) Assessing competitor car
  - d) Computing sales tax collected.
- xii) In a hospital information system which of the following types of information is tactical ?
  - a) Opening new children's ward
  - b) Data on births and deaths
  - c) Preparing patients' bill
  - d) Buying an expensive diagnostic system such as CAT scan.



- a) Day-to-day operation of an organization
- b) Providing statutory information
- c) Top level strategic decision making
- d) Ensuring that organizations are profitable.

## xiv) Data mining requires

- a) large quantities of operational data stored over a period of time
- b) lots of tactical data
- c) several tape drives to store archival data
- d) large mainframe computers.

#### **GROUP - B**

# ( Short Answer Type Questions )

Answer any three of the following.

 $3 \times 5 = 15$ 

- 2. Differentiate between Traditional HR and E-HR.
- 3. Why is CRM so important to business?
- 4. Explain the concepts of SCM.
- 5. Explain the evolution of MIS.

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#### **GROUP - C**

# (Long Answer Type Questions)

Answer any three of the following.

 $3 \times 15 = 45$ 

- 6. What is CRM ? State and explain various types of eCRM. Differentiate between CRM and eCRM. What are the significant features of eCRM ? 2 + 5 + 3 + 5
- 7. Discuss the importance of information and information system for the marketing function. 5 + 10
- 8. Define Management Information System and discuss various characteristics expected in a good MIS. 5 + 10
- 9. What is ERP ? Why an ERP system is implemented ? What are the benefits of an ERP system ? 3 + 5 + 7
- 10. What is DSS? How does it help Management? 5 + 10
- 11. Discuss the importance of information and information systems for the Finance function. 5 + 10

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