



Name :

Roll No. :

Invigilator's Signature :

CS/M.TECH (ECE)/SEM-3/MCE-301/2012-13
2012
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.



ii) Enterprise Resource Planning (ERP)

- 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.



iv) All of the following are advantages of Enterprise Resource Planning (ERP) *except*

- a) it creates commonality of databases
- b) it increases communications and collaboration worldwide
- c) it helps integrte multiple sites and business units
- d) it requires major changes in the company and its processes to implement.

v) Information systems are composed of basic components.

- a) four
 - b) three
 - c) two
 - d) many.
- vi) A human order taker can be bypassed when using a(n)
- a) office automation system
 - b) management information system
 - c) transaction processing system
 - d) decision support system.



vii) The can help you choose a product.

- a) office automation system
- b) management information system
- c) transaction processing system
- d) decision support system.

viii) Information is

- a) Data
- b) Processed data
- c) Manipulated input
- d) Computer output.

ix) For taking decisions data must be

- a) very accurate
- b) massive
- c) processed correctly
- 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.



xiii) Decision support systems are essential for

- 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.



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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