

B.E. / B.Tech. Computer Science & Engineering (Model Curriculum) Semester-V
TEE105CS / PRINCIPLES1 - Principles of Management Information System

P. Pages : 2



Time : Three Hours

GUG/S/25/13815

Max. Marks : 80

Notes : 1. All questions carry equal marks.
2. Due credit will be given to neatness and adequate dimensions.
3. Assume suitable data wherever necessary.
4. Illustrate your answers wherever necessary with the help of neat sketches.
5. All questions are compulsory.

1. A) What is management? Explain the levels of management with suitable diagram. 8

B) Kushal ltd is a leading automobile company in various departments is setting up their own objectives; without paying any interest to the organizational objectives.

 - i) Which aspect of management the company is lacking? What will be its impact on organization?
 - ii) Identify principle of management which has been overlooked by this organization.
 - iii) State any 2 values neglected by the people of this organization

OR

OR

4. A) Discuss about the challenges of MIS in public organization based on:
i) Humanistic factors
ii) Organizational factors
iii) Environmental factors

B) Write short note about:
i) Management Information system ii) Decision Support system
iii) Executive support system iv) Transaction Support system

5. A) What is market segmentation? Discuss types of Market Segmentation.
B) Explain 4P's of marketing. What questions to consider; when working on 4P's?

OR

6. A) What is STP marketing? Explain in detail showing stages in target marketing strategy Development. 8
- B) How "Reliance Jio" the Indian telecom market with aggressive marketing strategies? Also highlight on what is marketing environment? 8
7. A) Define human resource management. Explain scope of HRM in following aspects: 8
 i) The personal aspect
 ii) The welfare aspect
 iii) The industrial aspect
 Also, explain role of HR manager.
- B) Define human resource planning. What factors can affect Human Resource Planning? Explain in detail. 8

OR

8. A) Define "Training". What is the need of training for employees? Discuss. 8
- B) Explain "Off the Job" Training methods. 8
9. A) Define organizational behavior. Highlight about some fundamental OB theories; and How do they impact management practices? 8
- B) Write Short note on 8
 i) Divisional Organizational Structure
 ii) Matrix Organizational Structure

OR

10. A) What is organizational development? Explain 5 phases of Organizational Development strategy. 8
- B) Draw functional organization chart of Human Resource department in generalized way and explain the structure. 8
