

## DSS & MIS

Q1 Explain the concept of MIS in detail. Its applications and its importance for the Professional Managers.

Q2 Write Short Notes on

1 DSS

2 KMS

3 Simons Model

Q3 Write a detailed note on

A) Model based Mgmt system

B) DSS tools and techniques

Q4 Explain the concept of simulation based methodology.

## Industrial Mktg.

Q1 Explain the concept of IM

Q2 Short Note

A) B2B vs B2C

B) Industrial STP

Q3 Write a detailed note on

1) Industrial Mktg communication with e.g

2) I mktg logistics

Q4 Explain the different pricing strategies in mktg of I Products with e.g

## Computer Applications in Mgmt

Q1 Write Short note on

- MS-Excel & its benefits

Q2 What is MIS? Explain the applications of MIS of professional managers.

Q3 Write short note on

- LAN, WAN, MAN,
- SDLC.

Q4 Explain the concept of data processing.

Q5 Explain in detail the features, components of the computer.