1125

Master of Entrepreneurship and Family Business

Third Semester

FB-305: Computers in Family Business Management

Time allowed: 3 Hours Max. Marks: 80

***NOTE**: Attempt five questions in all, selecting atleast two questions from each Section.*

x-x-x

Section-A

1) Mention important characteristic features of Computer Based Business System. Show how the components of Computer Based Business System are interrelated. Show how of Computer Based Business System can facilitate the general functions of management, such as plan, organize and control. (16)

2)
   a) Describe the stages in decision-making as proposed by Herbert Simon. Select one of these stages and describe what kind of support can be provided by a computer-based system.
   b) Describe the terms: problem structure, management level, and uncertainty in the decision making context. (8, 8)

3)
   a) What are the various components of a computer? Discuss with the help of a block diagram. Differentiate between the characteristics of primary storage and secondary storage of computer system.
   b) What is spreadsheet software? Discuss the managerial applications of spreadsheet software. (8, 8)

4) Describe the need for and the role of financial information handling system in ensuring a control over the financial aspects of an organization. What are the components of Financial Planning? (16)

5) Describe the need and objectives of Information System in Human Resource (HR) Management and explain its implications in business management. Explain the concept and components of HR Information System. (16)

Section-B

6) Why are information systems so essential for running and managing a business today? Which are the different components of an MIS? What capabilities are needed in a management information system? What are some development methodologies in MIS? (16)

7) What is Linear Programming Problem? Give its characteristics features. Solve the Linear Programming (LP) model given below using the Simplex Method and submit an executive summary for your solution.

$$\max z = 4x_1 + x_2$$
$$\text{s.t.} \quad 2x_1 + 3x_2 \le 4$$
$$x_1 + x_2 \le 1$$
$$4x_1 + x_2 \le 2$$
$$x_1, x_2 \ge 0$$

(16)

8) Consider the transportation problem having the following parameter table:

	Destination			
	1	2	3	Supply
Source 1	13	16	15	18
Source 2	18	15	16	14
Demand	10	5	10	

   a) Use the Northwest corner rule to obtain an initial basic feasible solution and objective function value.
   b) Use the transportation method to find an optimal solution. Identify the optimal solution and the objective function value. (8, 8)

9) What is a project? Give two examples. Explain PERT/CPM project management techniques by taking suitable examples of your own. (16)

10) Write short notes on: