



TAMIL NADU OPEN UNIVERSITY

Chennai - 25

School of Management Studies

SPOT ASSIGNMENT

COURSE – PGDITM

COURSE CODE

BATCH

**MANAGEMENT FUNCTIONS
AND BEHAVIOUR**

MSP - 10

AY 2008-09

Time: 1 Hour

Total Marks: 25

Part – A (2 x 5 = 10 Marks)

Answer any two questions. Each question carries equal marks.

1. Management is a combination of both science as well as art. Comment on it.
2. Why is planning regarded as a pervasive function of managers? Explain.
3. Why do the groups establish norms for their member's behaviour?

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. Define controlling and explain various elements involved in controlling process.
5. Explain various modern techniques of a decision making for programmed decisions.



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MANAGERIAL ECONOMICS

MSP - 11

AY 2008-09

Time: 1 Hour

Total Marks: 25

Part – A (2 x 5 = 10 Marks)

Answer any two questions. Each question carries equal marks.

1. What is Cobb-Douglas function?
2. List out the features of monopolistic competition.
3. What do you mean by profit planning?

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. Briefly explain the various demand forecasting methods.
5. Elaborate on the factors that affect balance of payments.



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COURSE – PGDITM	COURSE CODE	BATCH
MANAGING INFORMATION TECHNOLOGY	MSP - 80	AY 2008-09

Time: 1 Hour

Total Marks: 25

Part – A (2 x 5 = 10 Marks)

Answer any two questions. Each question carries equal marks.

1. Describe the role played by the Chief Information Officer (CIO) in an organisation
2. Write short note on “Information System Architecture”.
3. Explain the steps involved in I.T. process management.

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. Explain the methods of I.T out sourcing. What are the advantage and disadvantages of I.T outsourcing?
5. Explain the do's and dont's to be followed in Information Systems Management for the banking sector.



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**INFORMATION SYSTEMS
DEVELOPMENT**

MSP - 81

AY 2008-09

Time: 1 Hour

Total Marks: 25

Part – A (2 x 5 = 10 Marks)

Answer any two questions. Each question carries equal marks.

1. Define DSS. Specify its important features.
2. Explain the merits and demerits of interview method of information collection.
3. What is documentation? Why it is important?

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. Elicit the various stages involved in the planning of software project development process.
4. Discuss the issues and the challenges related to software training.



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**RELATIONAL DATABASE
MANAGEMENT SYSTEM**

MSP - 82

AY 2008-09

Time: 1 Hour

Total Marks: 25

Part – A (2 x 5 = 10 Marks)

Answer any two questions. Each question carries equal marks.

1. Describe the four main components of a modern data base system.
2. What is hashing? What are the uses of hashing?
3. What is data base maintenance? Describe the necessary maintenance functions.

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. Discuss the major issues of implementing a DBMS.
5. Give a detailed account on the different types of Normalisation.



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COURSE – PGDITM	COURSE CODE	BATCH
E-COMMERCE	MSP – 83	AY 2008-09

Time: 1 Hour

Total Marks: 25

Part – A (2 x 5 = 10 Marks)

Answer any two questions. Each question carries equal marks.

1. What do you know about HTTP?
2. Write a short note on application of E-commerce in banking sector.
3. Explain internet protocol in short.

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. Briefly explain the principles of E-commerce technology.
5. Write a brief essay on networking infrastructure.



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COURSE – PGDITM	COURSE CODE	BATCH
INTERNET MARKETING	MSP – 84	AY 2008-09

Time: 1 Hour

Total Marks: 25

Part – A (2 x 5 = 10 Marks)

Answer any two questions. Each question carries equal marks.

1. What is internet marketing? How it is different form conventional marketing?
2. Specify the salient features of CAD.
3. What is B2C? What are its advantages?

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. Specify and explain the components of marketing mix in the internet environment.
5. What is SCM? What is the role of SCM in internet marketing?