



TAMIL NADU OPEN UNIVERSITY

Chennai - 25

School of Management Studies

SPOT ASSIGNMENT

| COURSE – PGDITM | COURSE CODE | BATCH |
|------------------------------------|-------------|---------|
| MANAGEMENT FUNCTIONS AND BEHAVIOUR | MSP - 10 | CY 2008 |

Time: 1 Hour

Total Marks: 25

Part – A (2 x 5 = 10 Marks)

Answer any two questions. Each question carries equal marks.

1. Why are policies important for an organization.
2. Bring out the key features of Achievement Motivation.
3. List the attributes of personality

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. Explain the principle barriers to communication and suggest measures to make communication effective.
5. Explain Maslow's Need-Hierarchy theory. Compare it with the "Two factor theory"?



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| COURSE – PGDITM | COURSE CODE | BATCH |
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| MANAGERIAL ECONOMICS | MSP - 11 | CY 2008 |

Time: 1 Hour

Total Marks: 25

Part – A (2 x 5 = 10 Marks)

Answer any two questions. Each question carries equal marks.

1. Give the properties of isoquants.
2. What is meant by trade cycle?
3. What is price leadership?

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. What are the different classifications of market structure? Discuss their characteristics.
5. Explain the concept of break-even point and bring out its significance in managerial decisions.



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| COURSE – PGDITM | COURSE CODE | BATCH |
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| MANAGING INFORMATION TECHNOLOGY | MSP - 80 | CY 2008 |

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 understand by Product Supply Innovation?
2. What are the various costs involved in system management?
3. Identify the risks to be handled in Information Planning.

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. Elaborate the steps and process involved in enterprise innovation adoption of information technology.
5. Discuss the suitable design of IT asset management methods in I.T companies.



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COURSE – PGDITM

COURSE CODE

BATCH

**INFORMATION SYSTEMS
DEVELOPMENT**

MSP - 81

CY 2008

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 software project management?
2. What is project proposal? How it is prepared.
3. List and explain the different types of coding style.

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. What is GANTT chart? Explain it with an example.
5. Discuss the impact of the latest developments in IT on software project management.



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| COURSE – PGDITM | COURSE CODE | BATCH |
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| RELATIONAL DATABASE MANAGEMENT SYSTEM | MSP - 82 | CY 2008 |

Time: 1 Hour

Total Marks: 25

Part – A (2 x 5 = 10 Marks)

Answer any two questions. Each question carries equal marks.

1. Define RDBMS. Explain its salient features.
2. Discuss the several advantages of a distributed database system.
3. Explain how concurrency can lead to an inconsistency in the database with an example.

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. Discuss the different types of file organization methods.
5. Explain the stages involved in the selection and the implementation of DBMS.



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| COURSE – PGDITM | COURSE CODE | BATCH |
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| E-COMMERCE | MSP – 83 | CY 2008 |

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 TCP.
3. Describe data mining in few words.

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. Elucidate the distinctive software tools used in E-commerce.
5. Write a brief essay on cyber law issues.



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| COURSE – PGDITM | COURSE CODE | BATCH |
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| INTERNET MARKETING | MSP – 84 | CY 2008 |

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 **BZM**? What are its contributions to the organization?
2. How does the individual buyer behaviour get influenced in the internet environment?
3. What is on-line sales promotion? What are its benefits?

Part – B (1 x 15 = 15 Marks)

Answer any one question.

4. What is CRM? Explain the salient features of CRM.
5. Explain opportunities and challenges faced by internet marketing.