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|  | **TAMIL NADU OPEN UNIVERSITY**  **Chennai - 15**  **School of Management Studies**  **SPOT ASSIGNMENT** |

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| **PROGRAMME - PGDITM** | **COURSE CODE** | **BATCH** |
| **MANAGEMENT FUNCTIONS AND BEHAVIOUR** | **MSP - 10** | **CY 2019** |

**Total Marks: 25**

**Part – A (2 x 5 = 10 Marks)**

**Answer any two questions. Each question carries equal marks.**

1. Write a note on systems approach to management.

2. Define motivation.

3. What is group dynamics?

**Part – B (1 x 15 = 15 Marks)**

**Answer any one question.**

1. What are the major findings of Hawthorne Experiments? Discuss their utility to a practicing manager.
2. Describe the various styles of leadership.

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| **PROGRAMME - PGDITM** | **COURSE CODE** | **BATCH** |
| **MANAGEMENT INFORMATION SYSTEM** | **MSP - 14** | **CY 2019** |

**Total Marks: 25**

**Part – A (2 x 5 = 10 Marks)**

**Answer any two questions. Each question carries equal marks.**

1. Define Management Information System.
2. What is information technology?
3. What is expert system?

**Part – B (1 x 15 = 15 Marks)**

**Answer any one question.**

1. Explain the hardware requirements of an organizational management information system.
2. Discuss in detail the system analysis and design.

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| **PROGRAMME - PGDITM** | **COURSE CODE** | **BATCH** |
| **MANAGING INFORMATION TECHNOLOGY** | **MSP - 80** | **CY 2019** |

**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.**

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

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| **PROGRAMME - PGDITM** | **COURSE CODE** | **BATCH** |
| **INFORMATION SYSTEMS DEVELOPMENT** | **MSP - 81** | **CY 2019** |

**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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| **PROGRAMME - PGDITM** | **COURSE CODE** | **BATCH** |
| **RELATIONAL DATABASE MANAGEMENT SYSTEM** | **MSP - 82** | **CY 2019** |

**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.**

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

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| **PROGRAMME - PGDITM** | **COURSE CODE** | **BATCH** |
| **E-COMMERCE** | **MSP – 83** | **CY 2019** |

**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.**

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

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| **COURSE – PGDITM** | **COURSE CODE** | **BATCH** |
| **INTERNET MARKETING** | **MSP – 84** | **CY 2019** |

**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? Discuss its features?

2. What are the challenges faced by B2C E-Commerce?

3. Explain contextual advertising.

**Part – B (1 x 15 = 15 Marks)**

**Answer any one question.**

1. Write about Online sales promotion and internet advertisements
2. Discuss about the factors influencing web marketing.