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**Question Paper Code : 50946**

B.E./B.Tech. DEGREE EXAMINATIONS, APRIL/MAY 2024.

Fourth Semester

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Computer Science and Business Systems

CW 3401 – INTRODUCTION TO BUSINESS SYSTEMS

(Regulations 2021)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Define the term “business environmental factors”.
2. What is system approach to management?
3. Define the following types of business organizations: sole proprietorship, partnership.
4. Distinguish between multinational and global companies.
5. State the objectives of production.
6. Identify the levels of management within an organization.
7. Identify one financial decision that a company might make to improve its profitability.
8. List out the role of research and development (R and D) in a business.
9. Define Electronic Business (e-business) and briefly outline two advantages.
10. Define the concept of Business Intelligence (BI).

PART B — (5 × 13 = 65 marks)

11. (a) Outline the three main stages of the transformational Process within a business system. Provide a real-life example of each stage. (13)

Or

- (b) (i) Describe the five management functions – planning, organizing, staffing, directing and controlling. (7)
- (ii) Explain how they contribute to the success of mess system. (6)
12. (a) (i) Discuss the differences between public and private sector enterprises, emphasizing their goals, ownership structures, and sources of finding. (8)
- (ii) Provide example of each type. (5)

Or

- (b) (i) Describe the various levels of management within a business organization, including top-level middle-level, and first-line management. (8)
- (ii) Discuss the roles responsibilities associated with each level. (5)
13. (a) (i) Explain the significance of first-line management in day-to-day operations. (7)
- (ii) What the key tasks and challenges faced by Supervisors and team leaders at this level? (6)

Or

- (b) Explore the skills and competencies required for success at each level of management. How do these skills differ in terms of scope and complexity? (13)
14. (a) Analyze the interpersonal skills and relationship-building Competencies essential for middle-level managers. How do these skills contribute to effective teamwork Communication within the organization? (13)

Or

- (b) (i) Reflect on the lifelong learning and professional development initiatives necessary for managers to continuously enhance their skills and adapt to lying business environments. (8)
- (ii) How can organizations support managers in their skill development journey at all levels? (5)

15. (a) (i) Analyse the role of mentoring and coaching in supporting managers' skill development journey. (5)
- (ii) How can senior leaders and experienced professionals serve as mentors to junior managers, providing guidance and insights based on their own experiences? (8)

Or

- (b) (i) Define the concept of lifelong learning and its importance for managers in adapting to changing business environments. (7)
- (ii) How does continuous learning contribute to professional growth and organizational success? (6)

PART C — (1 × 15 = 15 marks)

16. (a) Reflect on the role of leadership and top management in championing lifelong learning initiatives within the organization. How can leaders set the tone for a culture of continuous improvement and provide resources and support for manager development at all levels? (15)

Or

- (b) Explore the use of experiential learning opportunities such as job rotations, stretch assignments and project-based learning in manager development. How these hands-on experiences enhance managerial skills and capabilities? (15)

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