

**MCA (Revised)**  
**Term-End Examination**  
**December, 2013**

**MCS-052 : PRINCIPLES OF MANAGEMENT AND  
INFORMATION SYSTEMS**

*Time : 2 hours*

*Maximum Marks : 50*

*Note : Question No. 1 is compulsory. Attempt any three questions from the rest. Attempt all parts of same question together.*

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1. (a) What is m - commerce ? Explain m - commerce services and applications. 5
  - (b) How can an ERP implementation improve the performance and efficiency of an organisation ? Explain. 5
  - (c) Explain the importance of CRM in business. How do information system facilitate CRM ? 5
  - (d) Explain the process of developing DSS. 5
  2. (a) Explain the characteristics of MIS. Can you visualize MIS without computers ? Justify your answer. 5
  - (b) Briefly explain the levels of management and their information requirements. 5

3. (a) How does IT applications help in Disaster Management ? Explain. 5
- (b) What is meant by Knowledge ? Compare and contrast between Inferential Vs Factual Knowledge. 5
4. (a) What are business intelligence tools ? Explain any two business intelligence products and their features. 5
- (b) Discuss the "Corporate Code of Ethics" implementation and challenges. 5
5. Write short notes (maximum 250 words) in each of the following : 10
- (a) Discount Cash Flow
- (b) Portfolio Management
- (c) Vertical and Horizontal Organisations.
- (d) Human Resource Information System (HRIS).
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