

MCA (Revised)

Term-End Examination

December, 2018

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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.

1. (a) What are Business Ethics ? Why are business ethics an important requirement for management ? 5
- (b) Briefly describe the procedures preferred by managers to evaluate the investments that establish the relation between procedures. 5
- (c) What are Office Automation Systems ? How do they help in improving the productivity of any organization ? Name three common office automation products and list out their functions. 5
- (d) Explain the term "Discounted Cash Flow" (DCF). Discuss the relation between Discounted Present Value and Future Value. 5

2. Briefly describe any five types of information systems by explaining their respective features like information inputs, processing, information output and users. 10
3. (a) What is Requirement Analysis ? Name the tools and methods used to perform Requirement Analysis. 5
- (b) Write short notes on any *two* of the following : 5
- (i) Podcasting
- (ii) Risk Management
- (iii) NPV – Net Present Value
4. (a) What do you mean by OLAP ? How does OLAP contribute to Business Intelligence ? 5
- (b) Briefly discuss CRM and ERP. “Can CRM be ERP ?” Comment on this statement. 5
5. (a) What do you mean by the term Intellectual Property ? What is the relevance of this concept in the corporate world and how do we protect it ? 5
- (b) Describe the term Decision Support System (DSS). What are the various levels of classification of DSS ? How do the classified levels differ from one another ? 5