

**MASTER OF COMPUTER
APPLICATIONS (MCA)**

Term-End Examination

December, 2020

**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) Define a Decision Support System. How is it useful for any organisation ? Classify them and discuss briefly. 5
- (b) Discuss management functions and levels of management. 5
- (c) “Operational risk is the loss resulting from inadequate or failed processes, people or systems. The root cause can be either internal or external events.” With

reference to this statement, list and discuss the implications of operational risk. 5

(d) Discuss how Business Intelligence (BI) can improve the key functional areas and thereby the overall productivity of the business. 5

2. (a) “Integration and Automation are the backbone of a successful ERP system.” Justify the statement and also discuss various ERP components. 5

(b) List the advantages and disadvantages of Supply Chain Management (SCM). 5

3. (a) Define Total Cost of Ownership of an Information System. Describe its components. 5

(b) Discuss various stages of Business Analytics. 5

4. (a) Explain Conventional AI and Computational AI. 5

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(b) Define Customer Relationship Management (CRM). What are its objectives and what does it provide to the customers ? 5

5. Write short notes on the following : $2\frac{1}{2}\times 4=10$

(a) Issues in Portfolio Management.

(b) Business Intelligence Tools (any *two*)

(c) Technology trends and ethical issues (computer crimes—Hacking and Software Piracy)

(d) Tools and methods for Requirement Analysis (any *two*)