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**MCS-052**

**MASTER OF COMPUTER  
APPLICATIONS (MCA) (REVISED)**

**Term-End Examination**

**December, 2021**

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

*Time : 2 Hours*

*Maximum Marks : 50*

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**Note :** (i) *Question No. 1 is compulsory.*

(ii) *Attempt any **three** questions from the  
rest.*

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1. (a) Briefly discuss the classification of organisations at macro level. Give distinctive features of each type of organisation. 5

- (b) What are the popular methods for determining the relative and absolute value of business projects ? Briefly discuss any *one* of the methods. 5

- (c) What is Portfolio Management ? Discuss the steps involved in designing and implementation of portfolio management. 5

- (d) What do you understand by the term “Business Intelligence” ? What are the various Business Intelligence tools ? Discuss the role of OLAP in Business Intelligence. 5

2. (a) Draw diagram of life cycle of an organization. Discuss the various phases of the life cycle of an organisation. 5

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- (b) What is Requirement Analysis ? Discuss the challenges and problems of Requirement Analysis. 5
3. (a) Draw a suitable diagram and use it to describe the inter-relationship among the different types of information systems. 5
- (b) Compare and contrast the following : 5
- (i) E-Business and E-Commerce
- (ii) B2B and B2C Transactions
- Give suitable example for each.
4. (a) Explain IRR method with a suitable example. Briefly discuss the limitations of the IRR method. 5
- (b) Explain the Expected Commercial Value (ECV) method for financial evaluation of a project. 5

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5. Write short notes on the following :  $2\frac{1}{2} \times 4 = 10$
- (a) Really Simple Syndication (RSS)
- (b) Service Oriented Architecture (SOA)
- (c) Components of ERP
- (d) Artificial Intelligence methods for business use

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