

06358

MCA (Revised)
Term-End Examination
June, 2014

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

Time : 2 hours

Maximum Marks : 50

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

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1. (a) Compare and contrast between conventional marketing and modern marketing. 5
 - (b) What is requirement analysis ? Explain any two methods for doing requirement analysis. 5
 - (c) What is transaction processing ? Describe features of transaction processing in brief. 5
 - (d) What is an ERP ? Explain the role of different components of an ERP System. 5
 2. (a) Write difference between horizontal and vertical organizations. Also, explain vertical organizational structure in detail. 5
 - (b) How e-business is different from e-commerce ? Also, explain the use of intelligent systems in e-business. 5

3. (a) Briefly explain different investment procedures, followed by investment managers. Also, explain the formula that establishes the relation between these procedures. 5
- (b) Define 'computer crime'. How it may effect the growth of an organization ? Explain briefly. 5
4. (a) Describe the life cycle of an organization. 5
- (b) List the different levels of management activities. Explain at which level of management, following decisions are taken and why : 5
- Profit Planning.
 - Cost analysis.
5. Write short notes (in 120 words) on the following : **4x2½=10**
- (a) Expert Systems
- (b) Podcasting
- (c) Risk Management
- (d) Data Mining
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