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**MCA (Revised)**  
**Term-End Examination**  
**June, 2016**

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

*Time : 2 hours*

*Maximum Marks : 50*

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*Note : Question no. 1 is compulsory. Answer any three questions from the rest.*

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1. (a) Explain how internet technology improves Customer Relationship Management. 5
- (b) What are the 'errors' of an Information system ? How are they detected ? 5
- (c) How is business model helpful in decision-making process ? 5
- (d) What are the social, legal and ethical issues that confront all forms of business ownership ? 5
  
2. (a) What is meant by Office Automation Systems (OAS) ? Explain. 5
- (b) How does OAS support communication and productivity in the enterprise by automating work flow and eliminating bottlenecks ? 5

3. (a) What is Acceptance Testing ? How is this tool helpful in business ? 5
- (b) "SCM systems enable more efficient management of the supply chain by integrating the links in a supply chain." Elucidate the statement. 5
4. Distinguish between the following : 10
- (a) OLAP and OLTP
- (b) Data warehouse and Data mining
- (c) B2B and B2C
- (d) Hacking and Cracking
5. Write short notes (in 100 words each) on the following : 10
- (a) Internet Service Provider (ISP)
- (b) Database Management System
- (c) Search Engine
- (d) E-Commerce
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