

MCA (Revised)
Term-End Examination

04591

June, 2017

**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.

1. (a) "Business ethics are an important requirement for management." Justify the statement with suitable examples. 5
- (b) What is 'Portfolio Management' ? Write the objectives associated with the term 'Portfolio Management'. 5
- (c) Explain the importance of 'transaction processing system' in sales and marketing. 5
- (d) How does ERP improve the performance of any organisation ? Explain. 5
2. (a) Explain the importance of 'Decision Support System' in different stages of management. 6
- (b) Explain, how neural network method is used in market analysis. 4

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3. (a) Discuss the term Total Cost of Ownership (TCO). Give the advantages of the Total Cost of Ownership (TCO) approach. 4
- (b) “An information system can be a set of collection of elements starting from collection of data, its processing and presentation, for achieving defined goals.” Discuss this statement in the light of information system requirements. 6
4. (a) Explain the term ‘Discounted Cash Flow’. What is the relation between Discounted Present Value and Future Value ? 5
- (b) How do IT assets help management in Risk Analysis ? 5
5. (a) What is knowledge discovery in Databases ? Discuss Basket Analysis using data mining. 7
- (b) Compare and contrast between vertical and horizontal organisations. 3
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