

MASTER OF COMPUTER**APPLICATIONS (MCA) (REVISED)****Term-End Examination****December, 2019****MCS-052 : PRINCIPLES OF MANAGEMENT AND
INFORMATION SYSTEMS*****Time : 2 Hours******Maximum Marks : 50***

***Note : Question number 1 is compulsory. Attempt
any three questions from the rest.***

1. (a) Differentiate between Horizontal and Vertical organizations. Give an example for each. 5

- (b) What is a neural network ? How can it be used as a tool for market analysis ? Explain with an example. 5
- (c) What is Portfolio Management ? Discuss the methods used to carry it out. 5
- (d) Discuss the terms "Discount cash flow" and "Payback period". How these two are important for finance department of any organization ? 5
2. (a) What is knowledge ? How is knowledge different from intelligence ? Identify the advances in first generation of knowledge management, which leads to second generation of knowledge management. 5

- (b) What is Business Analytics ? Briefly describe the challenges and problems of business analytics. Name the tools used to perform Business Analytics. 5
3. (a) What is meant by "Total Cost of Ownership" of an information system ? Describe its various components. 5
- (b) What is an Expert System ? How is it different from Fuzzy Expert System ? Give examples for each. 5
4. (a) What do you understand by the term OLAP ? How OLAP contributes to business intelligence ? Briefly discuss functionality and types of OLAP. 5
- (b) List and explain all stages of the organization life cycle, accompanied with

respective characteristics and desired action to be performed for the sustained good health of the organization. 5

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

(a) NPV

(b) CRM

(c) ERP

(d) SCM