

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

**Term-End Examination
June, 2023**

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

Time : 2 Hours

Maximum Marks : 50

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

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

1. (a) Briefly explain the levels of management and their information requirements. 5
- (b) Explain the characteristics of MIS. Can you visualize MIS without computers ? Justify your answer. 5
- (c) What is M-commerce ? How does M-commerce differ from E-commerce ? Give example for each. 5
- (d) Discuss the “Corporate Code of Ethics”, and challenges in its implementation. 5

2. (a) What is Portfolio Management ? Explain the steps for performing the portfolio management. 5
- (b) Compare e-commerce and e-business. What are the advantages of using Internet as the infrastructure for e-commerce and e-business ? 5
3. (a) What is supply chain ? Explain Web-based ERP impact on supply chain. 5
- (b) Describe the steps involved in Business Process Re-engineering (BPR). Discuss the limitations of BPR. 5
4. (a) What are the basic components of a Decision Support System (DSS) ? Briefly describe each component of DSS. 5
- (b) Briefly explain Evolutionary algorithm and its branches. 5
5. (a) What is Business Analytics ? How does it serve as change manager an organization ? 5
- (b) Compare and contrast the following : 5
 - (i) Hacking and Cracking
 - (ii) CRM and eCRM