MCS-052

MASTER OF COMPUTER APPLICATIONS (MCA) (REVISED)

Term-End Examination

June, 2024

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 discuss the various stages of the life cycle of an organization, you are required to highlight the characteristics and actions to be performed at respective stages.   5

(b) Write the formula for Net Present Value (NPV). Also discuss the meaning of each component involved in the formula of NPV. How Internal Rate of Return (IRR) is related to NPV ? Discuss.   5

(c) Write and discuss the basic steps for implementation of portfolio management. 5

(d) Compare ERP and CRM. Can CRM be an ERP ? Justify.   5

2. (a) Compare and contrast Vertical Organization and Horizontal Organization. Give suitable example and diagram for each.   5

(b) Briefly discuss the different information systems, required at different levels of management. Draw suitable diagram in support of your answer.   5

3. (a) Explain the steps of financial evaluation of any project by an organization. How does NPV and ECV plays a major role in the calculation of the project evaluation ?   5

(b) Who are Public Information Officers (PIOs) ? What are the duties of a PIO ?   5

4. Write short notes on the following :   2×5=10

    (a) Intellectual Property Rights (IPR)

    (b) Types of OLAP

    (c) Business Intelligence and its role

    (d) Decision Support Systems

    (e) Database Management Systems

5. Differentiate between the following :   2×5=10

    (a) OLAP and OLTP

    (b) Data Warehouse and Data Mining

    (c) B2B and B2C

    (d) Inferential and Factual Knowledge

    (e) ERP and SCM

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