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**MCA (Revised)**  
**Term-End Examination**  
**December, 2010**

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

*Time : 2 hours*

*Maximum Marks : 50*

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

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1. (a) Describe the important components of Organisational Structure. 4
- (b) Explain the functional areas and respective business processes involved in an Organisational System of a business. 4
- (c) Write short note on the following : 4
  - (i) IRR
  - (ii) DCF
- (d) What do you mean by term intellectual property? What is the relevance of this concept in corporate world and how do we protect it. 4
- (e) "Can CRM be ERP", comment on this. 4

2. (a) What do you mean by SCM ? How the concept of SCM differs from ERP ? 5
- (b) With the help of a suitable example illustrate the Role of Business intelligence in the Marketing ? 5
3. (a) Describe the term Decision Support System (DSS) ? What are the various levels of classification of DSS ? How the classified levels differ from one another ? 7
- (b) With the help of a suitable block diagram, show the inter-relationship between various types of information systems. 3
4. (a) Compare and Contrast the following : 5
- (i) Expert Systems and Fuzzy Expert Systems.
- (ii) MOLAP and ROLAP
- (b) What is meant by "Total Cost of Ownership" of an information system ? Describe its various component. 5
5. (a) Explain the term Net Present Value (NPV) and derive the formula to calculate it. 5
- (b) What do you mean by OLAP ? How OLAP contributes to Business intelligence ? Briefly describe its functionality and its types. 5
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