

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

**Term-End Examination
December, 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.*

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1. (a) Explain the term “Vertical Organization” with the help of a suitable example. 5
 - (b) List the basic levels of management and briefly discuss the roles and responsibilities of manager at any *one* of the levels. 5
 - (c) Compare Management Information System and Decision Support System. Also, give one similarity between the two. 5
 - (d) Describe the term ‘Portfolio Management’. List its objectives and benefits. 5

2. (a) Draw the life cycle for ERP, and explain each step of ERP life cycle. 5
- (b) Differentiate between Customer Relationship Management (CRM) and ERP. 5
3. (a) List the various methods of Artificial Intelligence used for Business purpose. Briefly discuss any *one* of the listed methods. 5
- (b) What is Business Intelligence ? Describe OLAP as a tool for Business Intelligence. 5
4. (a) Explain the term Intellectual Property with the help of a suitable example. 5
- (b) Who are Public Information Officers (PIO) ? What are the duties of PIO ? 5
5. (a) Explain the term 'Discounted Cash Flow' (DCF) with a suitable example. 5
- (b) Write short notes on the following : 5
 - (i) Transaction Processing System (TPS)
 - (ii) Net Present Value (NPV)

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