

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

Term-End Examination

June, 2026

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

Time : 2 Hours

Maximum Marks : 50

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

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

1. (a) Discuss the functions and benefits of Customer Relationship Management (CRM) system in managing customer interactions and relationship. Explain how CRM improves customer satisfaction, loyalty and retention. 5
- (b) Distinguish between (i) data and information, (ii) information systems

and computer systems. Explain the challenges of managing information system in today's business environment ? 5

- (c) Discuss the applications of Knowledge Based Expert Systems (KBES) in various industries. Provide examples of how KBES can be used for medical diagnosis, financial analysis, troubleshooting, and decision support. 5
 - (d) Explain the importance of effective project management in the implementation of an MIS. Discuss key project management techniques and tools that can be utilized to ensure successful implementation. 5
2. (a) Describe different types of decisions with examples, and explain how the decision making process works. 5
- (b) Define managerial decision making and discuss its importance in organizational management. Explain the role of information systems in supporting managerial decision-making processes ? 5

3. (a) Discuss the characteristics of modern organizations in today's digital age. Include aspects such as agility, globalization, virtual teams, and digital transformation. 5
- (b) Explain how technology has transformed modern organizations. Discuss the role of information systems, cloud computing, AI and IoT in shaping organizational structures and processes. 5
4. (a) Discuss the role and responsibilities of Information System (IS) managers in organizations. Explain how IS manager monitors the development, implementation and maintenance of Information Systems ? 5
- (b) Describe the different types of Decision Support Systems (DSS) models, used in organizations. 5

5. (a) Discuss the benefits organizations can achieve by implementing an Enterprise Resource Planning (ERP) System. Explain how ERP improves operational efficiency, data accuracy, decision making, and customer satisfaction. 5
- (b) Explain the role of information management in Supply Chain Management (SCM). Discuss how SCM system enable organization to track inventory, optimize logistics, manage supplies and improve responsiveness. 5

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