MCA (Revised)

04421

Term-End Examination

December, 2011

MCS-052 : PRINCIPLES OF MANAGEMENT AND INFORMATION SYSTEMS

Time : 2 hours   *Maximum Marks : 50*

Note :   *Question No.* **1** *is.* **compulsory.** *Attempt* **any three** *questions from the rest. Attempt all parts of same question* *together.*

1. (a)   What is Decision Support System (DSS) ?   5
           Also, explain the different components of DSS.

    (b)   Explain, how the Internet Technology   5
           improve   customer   Relationship
           management ?

    (c)   Explain the advantages of outsourcing   5
           business processes. Also, explain some of its
           drawbacks.

    (d)   What is Transaction Processing System ?   5
           How is it used in sales and marketing
           management ? Explain.

2. (a)   Define genetic algorithms. Explain the   5
           advantages and disadvantages of genetic
           algorithms in business organisations.

(b)   Explain the basic principles that need to be   5
        considered during designing an
        organisation structure.

3. (a) Is it possible for the management of an   5
         organisation to make effective decisions
         without the aid of an information system ?
         Give reasons to support your answer.

    (b) Differentiate between e-commerce and   5
         e-business. Also, explain the role of
         intelligent systems in e-business.

4. (a) How does middle ware help in faster   5
         implementation of ERP in any organisation
         bearing its own existing information system ?

    (b) What is the importance of executive   5
         information system ? Explain the term
         "drill-down" in context of executive
         information system.

5. Write short notes (*in 100 words*) on the following :
    (a) Portfolio Management   4x2½=10
    (b) Business Ethics
    (c) OLAP
    (d) Fuzzy Expert Systems

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