MCA (Revised)

Term-End Examination

June, 2008

MCS-052 : PRINCIPLES OF MANAGEMENT AND INFORMATION SYSTEMS

Time : 2 hours　　　　　　　　　*Maximum Marks : 50*

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

1.　(a)　How does Customer Relationship Management (CRM) enhance the business ? Compare Customer Relationship Management with ERP.　　6

　　(b)　"Portfolio management application integrates all project related information." Justify the statement.　　4

　　(c)　What is the purpose of Decision Support System ? Classify Decision Support System and explain its usage in an organisation.　　6

　　(d)　How are the genetic algorithm techniques useful in business analysis ? Give an example.　　4

2. (a) "The portfolio management makes possible, grouping of technology, investment focus and cost control." Elucidate this statement. Keeping in mind the above statement, explain the key functional requirements which must be available in the portfolio management solution. 5

(b) How is data mining an important technique in your business analysis ? Explain the significance of data mining with the help of an example. 5

3. (a) What are the challenges and problems of Requirement Analysis ? Describe the tools and methods used for Requirement Analysis. 5

(b) How can the Internet crimes/threats be controlled and prevented using different software tools ? Also, list the purpose of use of these tools. 5

4. (a) "Integration and Automation are the backbone of a successful ERP system." Justify the statement with suitable examples. Also, explain the different ERP components. 7

(b) Explain the advantages and disadvantages of Supply Chain Management (SCM). 3

5. Distinguish between the following : *10*

    (a) Decision Support System (DSS) and Executive Support System (ESS)

    (b) Vertical and Horizontal organisation

    (c) Inferential and Factual knowledge

    (d) Customer Relationship Management and Enterprise Resource Planning