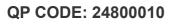
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Reg No	:	
Name	:	

MCA DEGREE EXAMINATIONS, DECEMBER 2023

Third Semester

Master of Computer Application

Elective - MCA304ET3 - BUSINESS MANAGEMENT AND INFORMATION SYSTEM

2020 Admission Onwards

50CDE582

Time: 3 Hours

Maximum: 75 Marks

Part A

Answer any **ten** questions Each question carries **3** marks

- 1. How planning will be effective?
- 2. Explain the nature of staffing process in management.
- 3. What is MIS?
- 4. Define E-business
- 5. Explain any two types of information with examples.
- 6. How Knowledge management system is helping managers?
- 7. How MIS is supporting marketing management activities?
- 8. What is DSS?
- 9. Explain any two AI applications in business.
- 10. How data warehouse is supporing business in changing business environment?
- 11. Which are the formal planning and control tools used in software projects?
- 12. Explain the CASE tools and I-CASE.

(10×3=30 marks)





Part B

Answer **all** questions

Each question carries 9 marks

13. a) What are the different managerial skills required for a good management?

OR

- b) Explain in detail about the staffing process in management
- 14. a) Explain the organisation of business in a digital firm?

OR

- b) Explain the types of decisions in detail.
- 15. a) Explain the classification of information in detail.

OR

- b) Explain the Product management and Marketing management activities.
- 16. a) How an expert system is working? Explain with an example.

OR

- b) What is ERP? Explain in detail about the modules of ERP.
- 17. a) What are the software project management activities? Explain in detail

OR

b) How PRINCE2 method is used for software project management?

(5×9=45 marks)