



QP CODE: 24800010



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 supporting 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)

