2015

MCA

4th SEMESTER EXAMINATION

MANAGEMENT SUPPORT SYSTEM

PAPER—MCA-405

Full Marks : 100

Time : 3 Hours

The figures in the margin indicate full marks.

Candidates are required to give their answers in their own words as far as practicable.

Illustrate the answers wherever necessary.

Answer any seven questions. 7×10

1. How do you define marketing? What are the two major functions of marketing? Explain. 2+8

2. What do you mean by Working Capital? Discuss five sources of raising short term capital. 3+7

(Turn Over)
3. Discuss the factors that need to be considered in determining the capital structure. 10

4. (a) Describe the role of User-interface in Decision Support System. 5

(b) What is spread sheet programming and explain its characteristics? 5

5. Compare the functions of DBMS and MBMS. Discuss the types of models that are used in different levels of management. 5+5

6. Describe how syntactic, semantic and pragmatic analysis are used in NLP. What are the different software used in this analysis? 5+5

7. What is meant by Electronic Brainstorming? What is the role of Electronic Brainstorming in GDSS? 5+5

8. What is performance appraisal? State the various methods of performance appraisal system with example. 3+7
9. What are the different phases of SDLC? Why is the traditional SDLC not appropriate for most DSS? What are the advantages of user-developed DSS? 4+3+3

10. Write short notes on (any two): 5×2

(a) Personal selling or salesmanship;

(b) GUI;

(c) Judgement method and Counting method of forecasting.

**Internal Assessment — 30**