

**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**

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