

PGDBM/MBA 1ST SEMESTER EXAMINATION, 2012
Paper - IV :Computer Application in Management

Full marks : 80

Time : 3 hrs.

Q.1. Answer any five questions from the following :
(each within 50 words) 2 X 5=10

- (a) What are the two categories of Computer Software?
- (b) What are the types of computer languages?
- (c) Why do you need to learn MS- Power Point from the Management Perspective?
- (d) What is the difference between data and information?
- (e) What is the difference between an entity and an attribute?
- (f) Why was TCP/IP developed?
- (g) What is m-commerce?

P.T.O.

Q.2. Answer any three questions: 4x3=12

- (a) List four Characteristics of Computers that make them Powerful.
- (b) What is MS-EXCEL?
How do you select cells in an EXCEL Sheet?
- (c) What is a database?
List three features of a database.
- (d) What is a Computer Network?
What is network architecture?
- (e) What are some of the areas which find application of e-business?

Q.3. Answer any three questions: 6x3=18

- (a) Information Technology (IT) has now become indispensable for many business organisations to compete and survive.
Why is it so?
- (b) What is MS- Power-Point? Enumerate two steps by which a text box can be formatted in MS- Power Point.
- (c) What is DBMS? What factors will you consider while establishing a specific DBMS architecture for an organisation?

(d) Discuss the growth of internet in India?
How has Internet contributed towards globalization?

(e) What is E-business? Explain two evolution of E-business and also differentiate it from traditional business mechanism?

Q.4. Answer any four questions: 10x4=40

(a) In your personal day-to-day life, how is Information Technology (IT) playing a role? Is it correct to say that, we are now dependent on IT? Why or why not?

(b) Prepare a list of areas where computers are used. Mention the specific software for each application and its significance.

(c) What is a spreadsheet package? Why we use it in business organisation?

Explain the use of functions in a spreadsheet package from the business perspective with examples.

(d) Differentiate between a database and a database management system (DBMS). Discuss their advantages and disadvantages in a business organization from the management point of view.

(e) What is World Wide Web (www)? Differentiate between mmm and web browser.

What are the most commonly used web browsers?

Discuss the importance of web pages for an industrial organisation.

- (f) How is e-commerce changing the nature of business and transactions? Find out the management challenges posed by e-commerce.
