

PGDBM/MBA 1ST SEMESTER EXAMINATION, 2013

Paper – IV : COMPUTER APPLICATION IN MANAGEMENT

Full Marks : 80

Time : 3 Hours

1. Answer any five of the following questions $2 \times 5 = 10$
(each within 50 words)

(a) What is secondary storage? Give example.

(b) What is MICR? What is its use?

(c) What is the use of ruler in MS Word?

(d) Define data independence.

(e) What do you mean by URL? What is its function?

(f) List any two activities of a database administrator.

(g) What is E – business?

2. Answer any three questions in about 100 words or as directed

4×3 = 12

- a) Distinguish between multitasking and multiprogramming operating system.
- b) What is MS Power Point? How it can be used by a business manager?
- c) Explain briefly the different types of languages that are used by the database administrator.
- d) Define composite attribute and multivalued attribute with examples.
- e) What are the different layers that are referenced in the TCP model? Explain briefly.

3. Answer any three of the following questions 6×3 = 18

(each within 200 words)

- a) What are the main constituents of the CPU? State the function of each of them?
- b) What is a Spreadsheet? List out the steps involved in setting the margins of a worksheet in MS – Excel.
- c) What is a database? Explain the important features of a DBMS.
- d) What is World Wide Web? What is the function of a web browser? Give two examples of common web browser.

- e) What do you mean by security threat? Discuss some measures commonly adopted to reduce security threats.

4. Answer any four of the following questions 10×4 = 40

(Each within 400 words)

- (a) How do you define computer software? Discuss the different classifications of computer software.
- (b) Discuss the utility of MS Word, MS Power Point and MS Excel to a business executive.
- (c) What is an Entity Relationship model? Explain Entity, Attribute and Relationship with reference to an example of an E-R model.
- (d) Discuss how the Banking Industry has implemented successfully the E – business strategies to its advantage.
- (e) “The Internet has made things simpler.” Specify the areas where Internet has found applications to our advantage.
- (f) Write short note on the following (any two) 2×5 = 10
 - a. Advantage and limitation of DBMS.
 - b. Output devices.
 - c. Operating System.

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