

(Following Paper ID and Roll No. to be filled in your Answer Book)

PAPER ID : 7107

Roll No.

--	--	--	--	--	--	--	--	--	--

M.B.A.

(SEM. I) ODD SEMESTER THEORY EXAMINATION 2010-11
COMPUTER APPLICATION IN MANAGEMENT

*Time : 3 Hours**Total Marks : 100*

Note : The question paper contains three parts. All questions are compulsory.

PART-I**(1×20=20)**

1. Attempt all parts :

Choose correct answers from the following :

- (1) Any computer is controlled by _____
- (a) Hardware (b) Information
 (c) Instructions (d) All of these
- (2) _____ software is used for tasks such as managing disks and troubleshooting hardware problems.
- (a) Applications (b) Operating system
 (c) Utility (d) All of these
- (3) Which special keyboard key has a picture of the windows logo on it ?
- (a) START key (b) SHORTCUT key
 (c) ALTERNATE key (d) All of these
- (4) These are often used for taking notes, but not for entering large amount of text.
- (a) Touch screens (b) Pen-based computers
 (c) Optical scanners (d) All of these

- (5) The racing game controller of a variation of these :
- (a) Joystick (b) Mouse
(c) Scanner (d) All of these
- (6) A bar code reader emits this :
- (a) Sound (b) Light
(c) Commands (d) All of these
- (7) The back of a CRT monitor's screen is coated with these :
- (a) Phosphors (b) Electrons
(c) Elements (d) All of these
- (8) When discussing printers, image quality is also known as this.
- (a) Output (b) Resolution
(c) ppm (d) All of these
- (9) In a dot matrix printer, this components contains a cluster (or matrix) of pins :
- (a) Print head (b) Cartridge
(c) Drum (d) All of these
- (10) A computer's CPU consists of millions of tiny switches called _____.
- (a) Bits (b) Transistors
(c) Registers (d) All of these
- (11) The data analysis technique that can give you answers to questions you didn't even ask is called _____
- (a) Database management (b) Data diving
(c) Data mining (d) All of these

- (12) Microsoft Access can efficiently accommodate _____ simultaneous updating users.
- (a) 3 (b) 10 to 30
(c) 2,000 (d) All of these
- (13) The term _____ refers to statements that are written in a language the computer can understand.
- (a) Process (b) Syntax
(c) Code (d) All of these
- (14) Which portion of an IPO chart describes the data that is to be entered by the user ?
- (a) Input (b) Processing
(c) Output (d) All of these
- (15) Which of the following is false about programming ?
- (a) It can be exciting
(b) You do not need to worry about syntax
(c) There are rules to programming
(d) All of these
- (16) All programming languages require users to follow certain rules of _____
- (a) Style (b) Syntax
(c) Grammar (d) All of these
- (17) The process of making object code from one system work on another type of system is called _____
- (a) Porting (b) Designing
(c) Developing (d) All of these

- (18) Threats are not harmful unless they exploit an existing _____
- (a) Danger (b) Vulnerability
(c) Computer (d) All of these
- (19) A backup is a _____ against data loss.
- (a) Threat (b) Security
(c) Countermeasure (d) All of these
- (20) To assume your identity, an ID thief needs only the right _____
- (a) Information (b) Computer
(c) Software (d) All of these

PART-II

(10×3=30)

2. Attempt all questions given at the end of the case study :

I imagine that you have been aware of personal computers for some time. Even if you or your family has never owned a PC—and even if this course is your first opportunity to use one—you're probably at least peripherally aware of the prominent place we've given to PCs in our lives. As a matter of fact, it's only been over the course of our lives, yours and mine, that PCs have earned their place on desks in homes and places of business, if earned is the right word. Personal computers' slow start has accelerated to a staggering pace as we humans have done what we always do : Take a new tool and exploit its every possible use.

For many of us, the 30-year evolution of uses for the PC has been no less revolutionary than was the introduction of electricity to the home a century ago. What began as a simple, if seemingly miraculous, light to read by has become the center of most everything we do at home ? Why, even many

fireplaces—yesterday’s reading light—ignite today by electric power. Personal computers started life similarly, as humble things, miraculous for their multipurpose ability to work with words and numbers, yet able to display virtually nothing but text in response to typed commands, barely able to print anything usefully, and closed—unable to communicate “outside of the box,” as it were.

A huge industry developed to support personal computers and expand their potential use as a tool. And for roughly the first five years of the PC’s existence, the greatest innovations came from within the world of computing—people researching specifically to improve video performance, to reduce the cost of increasingly massive data storage, to connect computers together over world-shrinking distances. The creativity of these folks was staggering. When faced with the question, “I can talk around the world on the telephone; why can’t my computer?” for example, they literally gave the computer a voice. That’s what a modem does: it turns a computer’s digital signals into audible sound that the plain old telephone system can handle. If you like, you can think of this as being somewhat analogous to the early years of electricity when pioneers such as Thomas Edison and George Westinghouse worked tirelessly to improve the potential of their original innovation and make an arguably honest buck. Other industries—automotive, electronics, and entertainment, to name a prominent few—adopted the technology developed for and made economically feasible by computing’s growing popularity.

Gradually, this relationship became more symbiotic, and the PC started to benefit from technology originally developed for other purposes. Consider the compact disc. Introduced in 1980, by 1983 it was just beginning to gain a foothold in the music world. Six years later, CD-ROMs appeared on personal

computers and ushered in a second generation of PC possibilities. PCs by then had evolved sophisticated graphical user interfaces and detailed displays. Combining the CD's digital sound with these visual technologies went a long way toward making computer experiences interactive—something that previously only people and unpopular toys had been. The PC world increasingly became a place where many other worlds met, particularly the varied worlds of information and entertainment—an interactive, multimedia world.

This is today's world. It's a world in which we expect our computers to toot, whistle, plunk, and boom; to speak to us and to listen when we dictate; to remember what we forget and to distract us so we will forget. Having spent much of the late 1990s forgetting that a technology company must actually produce something useful in order to realize a profit, the computing world turned back to substance with a renewed focus on the PC as the center of media. As I write this, a new generation of media PCs is appearing on the market. These systems can blend virtually every media technology in existence into a seamless, single experience. The traditional capabilities of PCs, CD and DVD players, DVD recorders, televisions, VCRs, surround-sound music systems can all be provided by one device—or two, if you add the possibilities of printing and film. What's really new about these systems is their power—practical video editing has been the private world of a wealthy few until the latest advances in processor, memory, and massive storage all came together in affordable systems that put these capabilities into homes and small offices.

This means that you can produce your own DVD movies with just a consumer video camera and a media PC (fast-talking agents are now entirely optional). In a band? Record and distribute albums of your music directly or through a Website

that software almost automatically designs for you. Paint ? Create your own online gallery. Write ? Self-publish on demand while promoting your creations through an existing online bookseller. Walt Disney said, "If you can dream it, you can do it." Technology has helped prove him right. Today the "you" who can "do it" means more people from more cultures and backgrounds than ever before.

- (A) Discuss the 30-year evolution of uses for the Personal Computer (PC) and relate it with the generation of computers.
- (B) Discuss the world of Information, entertainment and interactive multimedia.
- (C) "If you can dream it, you can do it." Justify this statement with the help of various applications associated with Personal Computers (PC).

PART-III

(12½×4=50)

- 3. Classify different types of computers and their applications in today's competitive business environment.

OR

- 3. Classify different types of software with the help of suitable examples. Discuss the concept of Open source Operating system.
- 4. Differentiate between Data Base Management System (DBMS) and Relational Data Base Management System (RDBMS).

OR

- 4. Write short notes on :—
 - (A) MS-Access.
 - (B) MS-Powerpoint.
 - (C) MS-Excel.

5. Differentiate between LAN, MAN and WAN and also describes their applications in today's online world.

OR

5. Discuss architecture and functioning of Internet. Discuss the concept of Downloading and uploading in the Internet.
6. Differentiate between commerce and e-commerce. Discuss the impact of E-commerce in today's business.

OR

6. Discuss the applications of Marketing Information Systems in any Indian Telecom company.