

**MBA/MBA-TM**  
**(SEM I) THEORY EXAMINATION 2019-20**  
**COMPUTER APPLICATIONS IN MANAGEMENT**

Time: 3 Hours

Total Marks: 100

Note: 1. Attempt all Sections. If require any missing data; then choose suitably.

**SECTION A**

1. Attempt all questions in brief.

2 x 10 = 20

| Qno. | Question  | Marks | C<br>O |
|------|---|-------|--------|
| a.   | Write the name of five Input and Output devices used in Computer. | 2     | 1      |
| b.   | Write any two ethical challenges faced by IT.                     | 2     | 5      |
| c.   | What is the difference between internet and intranet?             | 2     | 2      |
| d.   | What is the role an Assembler performs?                           | 2     | 1      |
| e.   | What is the importance of Sorting And Filtering the data?         | 2     | 3      |
| f.   | What is transaction processing system?                            | 2     | 4      |
| g.   | What is the role of web browser?                                  | 2     | 2      |
| h.   | What is the role of Animation in Power Point Presentation?        | 2     | 3      |
| i.   | Write a note on Neural Network?                                   | 2     | 4      |
| j.   | Write a brief note on CRM.  | 2     | 5      |

**SECTION B**

2. Attempt any three of the following:

3 x 10 = 30

| Qno. | Question   | Marks | C<br>O |
|------|--|-------|--------|
| a.   | What is operating system and what are its characteristics? | 10    | 1      |
| b.   | Write a short note on: (i) Search Engine, (ii) TELNET      | 10    | 2      |
| c.   | Explain in detail about MS POWERPOINT and its uses.        | 10    | 3      |
| d.   | Discuss Fuzzy logic and virtual reality in detail.         | 10    | 4      |
| e.   | Write a note on: (i) Cyber Crime, (ii) Cyber Laws.         | 10    | 5      |

**SECTION C**

3. Attempt any one part of the following:

1 x 10 = 10

| Qno. | Question  | Marks | C<br>O |
|------|---|-------|--------|
| a.   | Define Computer with the help of block diagram. Also discuss the generations of computer in detail.             | 10    | 1      |
| b.   | What is the difference between Compiler and Interpreter? Explain the working with the help of suitable Diagram. | 10    | 1      |

4. Attempt any one part of the following:

1 x 10 = 10

| Qno. | Question   | Marks | C<br>O |
|------|--|-------|--------|
| a.   | What are the various steps involved in E-mail writing. Define "CC" and "Bcc" field of address part of your E-mail. | 10    | 2      |
| b.   | What is EDI? Explain the working mechanism of EDI.   | 10    | 2      |

Paper Id: Roll No: **5. Attempt any one part of the following:****1 x 10 = 10**

| Qno. | Question   | Marks | C<br>O |
|------|--|-------|--------|
| a.   | What is Mail Merge and what are its steps? Explain that why it is one of the important Application in MS word. . | 10    | 3      |
| b.   | Write a short note on (i) MS Excel (ii) Macro.   | 10    | 3      |

**6. Attempt any one part of the following:****1 x 10 = 10**

| Qno. | Question   | Marks | C<br>O |
|------|--|-------|--------|
| a.   | Describe Operations Support System? Explain Management Support System and Process Control System in brief. | 10    | 4      |
| b.   | What is Artificial Intelligence? Explain applications of AI in today's Environment.                        | 10    | 4      |

**7. Attempt any one part of the following:****1 x 10 = 10**

| Qno. | Question   | Marks | C<br>O |
|------|--|-------|--------|
| a.   | Explain Enterprise Resource Planning with example.       | 10    | 5      |
| b.   | Explain Business Ethics and technology Ethics in detail. | 10    | 5      |

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