Sub Code:KMB108/KMT108

Paper Id: 270108 Roll No:

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	CO
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

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SECTION B

2. Attempt any *three* of the following: 3 x 10 = 30

Qno.	Question	Marks	CO
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	CO
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	CO
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

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

Qno.	Question	Marks	CO
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	CO
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	CO
a.	Explain Enterprise Resource Planning with example.	10	5
b.	Explain Business Ethics and technology Ethics in detail.	10	5

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