(Printed Page 01)

Roll No. \_\_\_\_\_\_\_\_\_\_\_\_\_\_

**MBA-1367**

**M.B.A. (I Semester) Examination, Dec-2018**

**BUSINESS ADMINISTRATION (BACK PAPER)**

**Computer Application in Management**

*[Time Allowed: Three Hours] [Maximum Marks: 70]*

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Note: Answer All questions.

**Q.1.** Attempt any six from the following. **5\*6=30**

|  |  |  |
| --- | --- | --- |
| **(a)** | Explain RAM, ROM, PROM and EPROM |  |
| **(b)** | What is Graphical User Interface (GUI)? List out the various components of Graphical User Interface. |  |
| **(c)** | What do you understand by Mail Merge? Explain the various steps of Mail Merge. |  |
| **(d)** | Briefly describe the various advantages of a Database Management System (DBMS). |  |
| **(e)** | Differentiate between IP address and Domain name. |  |
| **(f)** | Write short notes Web-browser, URL and WWW. |  |
| **(g)** | Explain the various types of Information Systems. |  |
| **(h)** | Differentiate between Traditional Commerce and Electronic Commerce. |  |

|  |  |  |
| --- | --- | --- |
| **Q.2.** | What is computer software? Discuss the different types of computer software in detail. | **10** |
|  | **OR** |  |
|  | What is an operating system? List the various function of an operating system. What are the different types of operating systems? |  |
|  |  |  |
| **Q.3.** | Elaborate the various features of Microsoft Word. What are the advantages of using Microsoft Word while creating text documents? | **10** |
|  | **OR** |  |
|  | What is Microsoft PowerPoint? What are the points which should be kept in mind while planning a business presentation? |  |
|  |  |  |
| **Q.4.** | What do you understand by a computer network? Explain the different types of area networks. | **10** |
|  | **OR** |  |
|  | Define Internet and elaborate its various uses, advantages and limitations. |  |
|  |  |  |
| **Q.5.** | What do you understand by Management Information System (MIS)? What are the various characteristics of MIS? | **10** |
|  | **OR** |  |
|  | Define Marketing Information System. Discuss the major components of Marketing Information System in detail. |  |