56006

M.B.A. 2 Year 1st Semester
(N.S. 2011-12)
Examination–December, 2011
Computer Application in Management

Paper-MBA-106

Time : 3 hours   **Max. Marks : 50**

Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard will be entertained after the examination.

Note : Section-A is **compulsory**. Attempt **one** question from each unit in Section-B. All questions carry **equal** marks.

Section-A

1. (i) Differentiate between hardware and software.

(ii) What is bandwidth ?

(iii) What is WWW ?

(iv) Define browser. Give examples.

(v) What is an auxiliary memory ?

Section-B

Unit-I

2. Explain the various components of a digital computer system with a block diagram. What are the limitations of computers ? How the computers are classified on the basis of speed and memory ?

3. What is an operating system ? Describe the functions of an operating system.

Unit-II

4. Describe the following features of Word Processor giving one example each :

(i) Mail Merge

(ii) Macro

(iii) Auto text and find.

5. (a) What are the advantages of Word Processing over Manual System ?

(b) What are Headers and Footers ? Explain the steps to insert Header and Footer.

(c) Explain the different types of charts in Microsoft Excel.

Unit-III

6. Write notes on the following :

(a) Internet and its capabilities

(b) Sending and receiving e-mails.

7. Describe the applications of Internet in the field of business.

Unit-IV

8. What is a Database ? How business organizations have exploited the applications of data bases ?

9. Specify the advantages and disadvantages of databases in the field of customer relationship management.

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