Roll No. ....



## 57514

# B.B.A. 2nd Semester (N.S.) 2014-2017

# Examination-May, 2016 Computer Applications in Management

### Paper-BBAN-204

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.

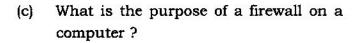
Note: Section-A is compulsory. Attempt one question from each unit in section-B. All questions carry equal marks.

#### Section-A

- **1.** (a) Differentiate between hardware and software.
  - (b) What are the logical operations performed by ALU?

57514-3800-(P-3)(Q-9)(16) (1)

[ Turn Over



- (d) Define multimedia system.
- (e) Give at least three reasons why TPS can be described as the 'data lifeline' of a company.

#### Section-B

#### Unit-I

- 2. Explain the functions of operating systems.

  Give three advantages of windows over DOS operating environment.
- 3. With the help of a block diagram, explain the basic anatomy of a computer system.

#### Unit-II

- 4. What is online chatting and messaging?

  Explain how files are exchanged through
  E-mail.
- **5.** Describe the applications of computers in the field of health care.

#### Unit-III

- **6.** Describe the functions of following types of business information systems:
  - (a) Transaction Processing System (TPS).
  - (b) Management Information System (MIS)
- 7. What distinguishes an Executive Information System (EIS) from a DSS?

#### Unit-IV

- 8. Briefly explain the benefits of multimedia in the field of advertising.
- 9. Bring out the suitability of multimedia in website of business organizations.

57514-3800-(P-3)(Q-9)(16) (2)

57514-3800-(P-3)(Q-9)(16)