

Roll No.

97549

**M. Sc. Computer Science 2nd Sem. CBCS
Examination – May, 2019**

**COMPUTER FUNDAMENTALS (Foundation Elective
Course) (CBCS)**

Paper : 16CSAF1

Time : Three Hours]

[Maximum Marks : 40

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 examination.

Note : Attempt any *five* questions, selecting at least *one* from each Unit. Question No. 1 is *compulsory*. All questions carry equal marks.

1. (a) Explain RAM and ROM.

$8 \times 1 = 8$

(b) What do you mean by transmission modes ?

(c) Explain the features of spreadsheet.

(d) What is the uses of magnetic tape ?

(e) What do you mean by E-Mail ?

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- (d) **Product differentiation**
- (e) **Product branding**
- (f) **Marketing channel**
- (g) **Public relations**
- (h) **Web marketing**

SECTION – B

UNIT – I

2. "Marketing begins before production and continues even after transaction." In the light of this statement discuss the nature and scope of marketing.
3. What is marketing information system ? How does it help marketing people in decision making ?

UNIT – II

4. What is business buying behavior ? Who are the participants in business buying process ? Enumerate various stages of buying decision process in business markets.
5. What do you mean by market segmentation ? Discuss the bases used for segmenting the market taking suitable examples.

UNIT – III

6. (a) What do you understand by product mix ?
Explain in brief.
- (b) Discuss the role of packaging in market development, with suitable examples.
7. Explain the various methods of pricing. What are the factors to be considered before setting of prices ?

UNIT – IV

8. 'Advertisement and Sales Promotions are inevitable in marketing' - evaluate with example.
9. What do you mean by controlling the marketing efforts ? Discuss various types of controls used by business organization.

9. (a) What is Internet ? Explain the main applications of internet. 4

(b) Explain the positive and negative impacts of Computer Technology in detail. 4

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