

V Semester B.B.M. Examination, Nov./Dec. 2007

(New Scheme)

MANAGEMENT

Computer Application in Business (Paper 5.4)

Time: 3 Hours

Max. Marks: 90

**Instruction:** Answer all the Sections.

SECTION – A

Answer any ten questions, each question carries two marks.

(10×2=20)

- Distinguish between Data and Information.
- What is meant by Data Processing ?
- Write any four Computer Business Applications.
- What is data mining ?
- What is DBMS ?
- What is E-Commerce ?
- What is Internet ?
- What is the purpose of fire wall ?
- What is the use of EDI ? Expand EDI.
- Write any two advantages of computerised accounting.
- What is a cell and how it is referred ?
- Give the steps to activate MS-Word.

SECTION – B

Answer any five questions, each question carries five marks.

(5×5=25)

What is DBMS ? What are the components of DBMS ?

Explain ESS and TPS.

Explain the advantages of M-Commerce.

5. Write a note on Tally Reports.
6. Explain the function of MIS.
7. Explain the contents of formatting tool bar.
8. Explain how a document is saved in MS-Word.
9. What are the steps for printing a presentation ?

SECTION - C

Answer **any three** questions, **each** question carries **fifteen** marks. (3)

10. a) Explain the different types of information.  
b) Explain the different steps of data processing.
11. a) Explain any four characteristics of MIS.  
b) Explain the advantages of ERP.
12. a) Write a note on:
  - i) Internet
  - ii) Viruses
  - iii) M-Commerce
  - iv) DSS.  
b) Explain B-to-B and B-to-C E-Commerce.
13. What are the steps involved in performing mail merge ? Explain with 3 rec
14. a) Explain the screen layout of a work sheet in detail.  
b) Write a note on Tally.