(Following Paper ID and Roll No. to be filled in your Answer Book)

PAPER ID : 7107   Roll No. ☐☐☐☐☐☐☐☐☐

M.B.A

(SEM I) ODD SEMESTER THEORY EXAMINATION 2009-10
COMPUTER APPLICATIONS IN MANAGEMENT

Time : 3 Hours]   *[Total Marks : 100*

Note :   *(1)   The question paper contains three parts.*

(2)   All questions are compulsory.

PART - I

1   Attempt all parts :   1×8=8

State True or False :

(i)   PDA stands for Portable Digital Assistant.

(ii)   Random access memory is one where any location can be reached by specifying its address.

(iii)   An IP address is an identifier for a particular machine on a particular network.

(iv)   The main idea behind time sharing systems is to allow one user program to have the complete share of the CPU time.

(v) Intranet is based on Internet protocols which expands accessibility world wide.

(vi) A Trojan Horse is a program that invades a computer system by secretly attaching itself to a valid program downloaded into the computer.

(vii) In MS-Word, you cannot customize the toolbar, the menus, and the menubar.

(viii) You can split the MS-Excel window so you can see non adjacent parts of one worksheet at once.

Choose correct answers from the following :   1×8=8

(ix) The language that the computer can understand and execute is called _____

   (a) Machine Language

   (b) High Level Language

   (c) Assembly Language

   (d) None of the above

(x) A system in which activities are processed as and when they occur is called _____

   (a) Transaction Processing System

   (b) Expert System

   (c) MIS

   (d) DSS

(xi) Which of the following is tele communication media?

   (a) Modem

   (b) Multiplexer

   (c) Concentrator

   (d) None of the above

(xii) One way of protecting the e-mail message is _____

   (a) Caching

   (b) Encryption

   (c) Mirroring

   (d) None of the above

(xiii) Which of the following is a word processor?

   (a) MS-Word

   (b) Word Perfect

   (c) Wordstar

   (d) All of the above

(xiv) MS-Excel allows maximum _____ sheets in a workbook.

   (a) 10

   (b) 16

   (c) 8

   (d) None of the above

(xv) The number of bits that a computer can process at a time in parallel is called

_____

  (a) Word length

  (b) Speed

  (c) Both (a) and (b)

  (d) None of the above

(xvi) The binary equivalent of 20 is _____

  (a) 11111

  (b) 10101

  (c) 10100

  (d) 10011

Fill in the blanks :   1×4=4

(xvii) Memories which can be read only are called_____.

(xviii) BCD stands for _____

(xix) Any input/output device that uses a network to transmit or receive data is a

_____

(xx) When you connect to your ISP using a telephone line and modem, that type of connection is called _____.

PART - II

2   Attempt all questions given at the end of the   **10×3=30**
case study :

Alfred is a do-it-yourself entrepreneur who built up his fortune in trading. He traded in anything and everything, and kept close control of every activity. That was how he had grown rich enough to indulge in his one dream - to build a college in his home town. A college that would be at par to the ones in the better cities, the ones in which he could not study himself.

Work started a year back and the buildings were coming along well. He himself did not use computers much and became hooked to the Internet and e-mail only recently. He was determined to provide a PC with Internet connectivity to every students and faculty member. He was currently engrossed in plans for the 100 - seater computer lab.

What was confusing him was the choice of Internet connectivity. He had about a dozen quotations in front of him. Recommendations ranged from 64 kbps ISDN all the way to 1 Gbps leased line to Guwahati, which was almost 200 kms away. Prices ranged from slightly under a lakh all the way upto Rs. 25 lakhs and beyond. He did not understand most

of the equipments quoted - firewall, proxy server, cache appliance. Nor was he sure what the hidden cost were. Although it went against his very nature, he would have to identify a trustworthy consultant who would help him make sense of the whole thing.

(a) In the context of the given case, what managerial issues need to be addressed by Alfred. Why is it important for managers to be tech savvy?

(b) What is the importance of a 'Systems consultant' to an organization? What skills should he/she possess?

(c) If you are hired as a systems consultant what will you recommend the ideal speed of Internet connection and why?

PART - III $12\frac{1}{2} \times 4$

3 What is an operating system? What are the major functions of an operating system and how are these incorporated in an operating system you are familiar with?

OR

What are computer languages? It is said that an assembly language is 'one for one' but a high level language is 'many for one'. Explain what does it mean?

4 What is packet switching? Why is this method used for digital data communication between computers?

OR

What is Internet? How does the Internet work? Briefly discuss different protocols available on the Internet.

5 What is mail-merge in MS-Word? Write all steps involved in creating and using a data source.

OR

What is a Macro? Briefly discuss its utility. How do you record and execute a macro?

6 Explain how computers are being used in banking and financial institutions?

OR

What is on-line Transaction Processing System? How does it differ from manual system? Explain with an example.