

UNIT-IV

8. What are the implications of uses of multimedia in advertising ? How is multimedia content in advertising used ?
9. Explain the evolution and the current developments of tools and technologies adding multimedia to the web. Bring out the suitability of multimedia in website of business organizations.

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

Examination- May, 2017

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) How does the Search engine work ?

57514-4300-(P-4)(Q-9)(17) (4)

57514-4300-(P-4)(Q-9)(17) (1)

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(b) What are the different types of computer memory ?

(c) What is the purpose of a firewall on a computer ?

(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. (a) Draw a component chart of a digital computer and explain its working.

(b) Discuss various types of computers.

3. Explain the uses of networking of computers in "cashless economy" of India.

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UNIT-II

4. (a) What is online chatting and messaging ?

(b) Illustrate the Email architecture in brief along with its components.

5. Describe the applications of computers in automating the office work in paperless economy.

UNIT-III

6. Describe the objectives of Transaction Processing systems (TPS). How such a system provides leads to Management Information Systems (MIS) ?

7. What distinguishes an Executive Information System (EIS) from a DSS ?

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