

Roll No.

57514

BBA 2nd Semester (N. S.) 2014-17

Examination – May, 2019

COMPUTER APPLICATIONS IN MANAGEMENT

Paper : BBAN-204

Time : Three Hours] [Maximum 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 examination.

Note : Section – A is compulsory. Attempt four questions selecting one question from each Unit I to Unit IV from Section – B. All question carry equal marks.

SECTION – A

1. (i) What are the areas in which information technology can be used ?
- (ii) What are various types of hardware ?
- (iii) What is news group ?

- (iv) What is data ?
- (v) Discuss multimedia.

SECTION – B

UNIT – I

- 2. What do you understand by computer systems ? Also discuss the Classification of computers.
- 3. Discuss the following briefly :
 - (a) Wireless Networking
 - (b) Virus and firewalls

UNIT – II

- 4. Discuss the following briefly :
 - (a) Web Hosting and Publishing
 - (b) Internet application in business
- 5. What are various types of IP addressing ? Illustrate the purpose of each through suitable examples.

UNIT – III

- 6. Write a detailed note on use of information systems in offices ? Discuss expert systems in detail.

- 7. Discuss the role and benefits of executive information system in growth of any organization.

UNIT – IV

- 8. Write short notes on the following :
 - (a) Multimedia application in business
 - (b) Web application of multimedia
- 9. What is Marketing and Advertising through computers ? How e-marketing and e-advertising has been beneficial to both business and customers ?