Total No. of printed pages = 2

BA 172107

Roll No. of candidate

2022

M.B.A. 1ˢᵗ Semester End-Term Examination

COMPUTER APPLICATION IN BUSINESS

New Regulation & New Syllabus (w.e.f. 2017 – 18)

Full Marks – 70   Time – Three hours

The figures in the margin indicate full marks for the questions.

Question 1 is compulsory and answer any *four* from the rest of the questions

1.   Fill in the blanks   :   (10 × 1 = 10)

(i)   DSS helps in (data storage/data analysis)

(ii)   Asymmetric key encryption uses (one / two) key for encoding the plain text.

(iii) (Windows/Android) is a proprietary software.

(iv) Hard disk drives are (primary/secondary) storage devices.

(v)   SQL stands for (sequential/structured) query language.

(vi) The (hierarchical/network) database model supports many to many mapping of data elements.

(vii) A network that spans within 10 meters is called (LAN/PAN)

(viii) FM radio uses a (simplex/half duplex) data transmission mode.

(ix) (Hub/Switch) is an intelligent device.

(x)   Segmentation of data is done by the (transport/network) layer.

2.   (a)   A bank is planning to automate the salary calculations of its employees and financial transactions with customers. Suggest a data processing system for each with reasons.   (9)

(b)   Explain how a firm can maximize its profits by employing sales force automation.   (6)

[Turn over

3. (a) Why is the relational database model preferred over other database models? (8)

(b) Data mining can help social media sites target the right profile of users for advertising. Explain. (7)

4. (a) Explain the different E-commerce models with an example. (8)

(b) What is spamming and permission marketing? (7)

5. (a) Explain how key pair can be used to ensure confidentiality and authenticity? (8)

(b) "The introduction of a CRM system can help a manufacturing organizations in product development". Describe how CRM data can be used for the same. (7)

6. (a) Describe the function of the physical and session layer in the OSI model. (7)

(b) Explain the different wired connecting media. (8)

7. Write short notes on :(any *three*) (3 × 5 = 15)

(a) KMS

(b) Ethical issues in E commerce

(c) Firewall

(d) DDL and DML

(e) Difference between hubs and switches.