Total No. of printed pages = 2

BA 172107

Roll No. of candidate [   ]

17/37 **2021**

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.

1. Answer the following :   (10 × 1 = 10)

   (i) EIS stands for Emergency Information system (True/False)

   (ii) MS Excel is a word processing software (True/False)

   (iii) Linux is a proprietary operating system (True/False)

   (iv) CRM systems help in new customer acquisition (True/False)

   (v) Total sales during a period of time is unstructured data (True/False)

   (vi) Land line phones are en example of half duplex communication (True/False)

   (vii) Physical layer is responsible for segmentation (True/False)

   (viii) SQL is Sequenced Query Language (True/False)

   (ix) Hierarchical database model has design inefficiencies (True/False)

   (x) Our email ids can be considered as primary key in a database (True/False)

Answer any *four* questions from the following :

2. (a) How can the efficiency of hospitals be increased by implementation of IT? (9)

   (b) What is batch processing and what are its advantages?   (6)

[Turn over

3. (a) "A message was sent from person A to person B, by encrypting the message using A's public key, however B faced issues decrypting the message" Explain what could've gone wrong and how to rectify the problem. (8)

   (b) Explain how MIS is different from a EIS. (7)

4. (a) What are the different DBMS implementation methodologies? (8)

   (b) Explain data life cycle with a suitable example. (7)

5. (a) Explain the Open System Interconnection model in detail. (10)

   (b) Explain how networking can be implemented for an organisation with a nationwide presence. (5)

6. (a) Explain the different e-commerce business model? (8)

   (b) What is the difference between pure and partial e commerce business model. Explain with an example. (7)

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

   (a) Cryptography

   (b) Disadvantages of a DBMS system

   (c) CRM

   (d) KM

   (e) Primary key.