



MS – 449

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IV Semester B.B.M. Examination, May/June 2014
(Prior to 2012-13) (Repeaters)
BUSINESS MANAGEMENT
Paper – 4.6 : Computer Application in Business

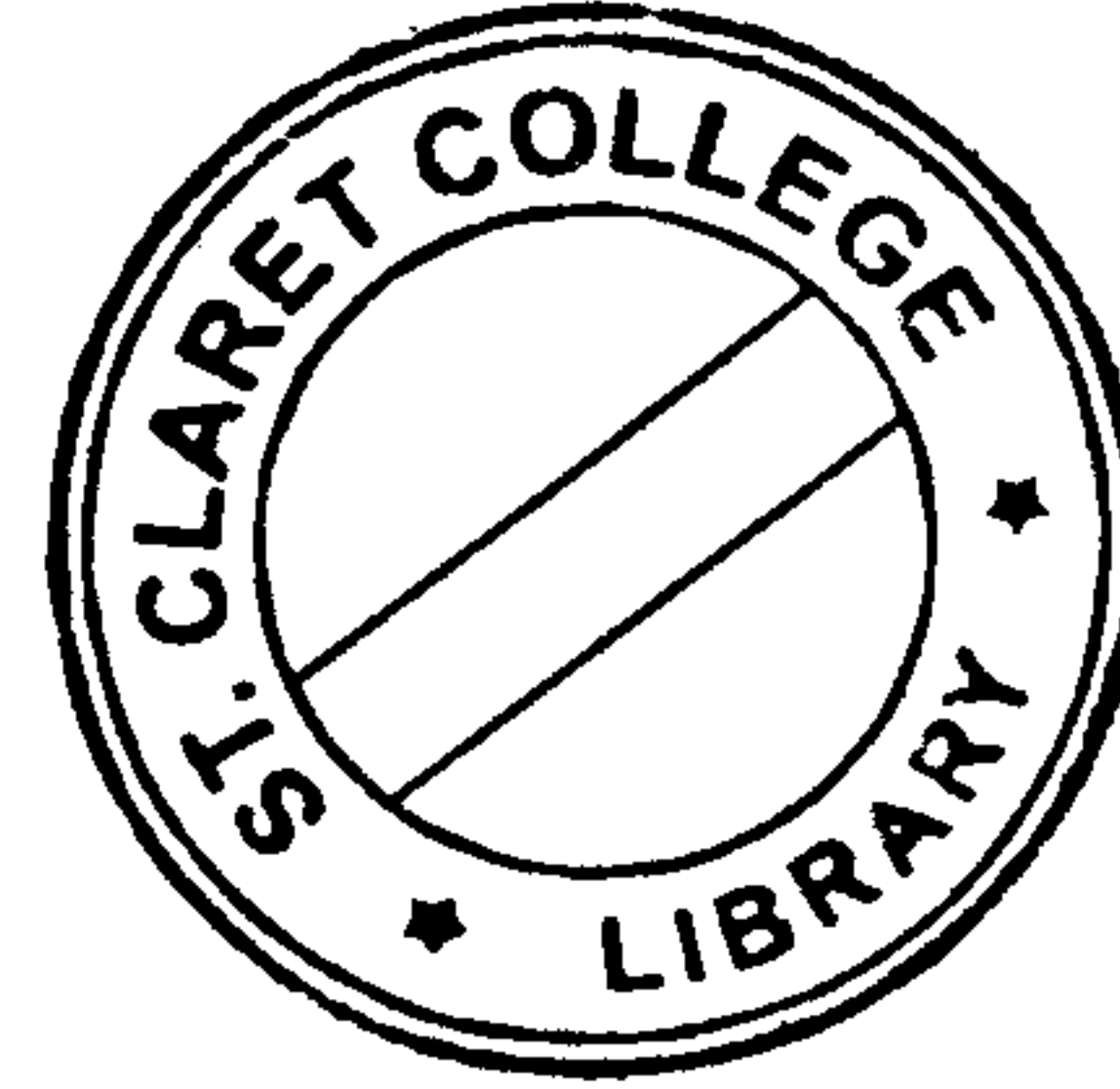
Time : 3 Hours

Max. Marks : 90

Instruction : Answer should be written in **English** only.

SECTION – A

1. Answer **any ten** of the following sub questions in about **two to three** lines. **Each** sub-question carries **two** marks. **(10×2=20)**
- What is information and Data ?
 - Expand :
 - OAS
 - DSS
 - What are uses of MS-Word ?
 - What is a Spread sheet ?
 - What is Tally Audit ?
 - What are the types of Systems ?
 - What are the weaknesses of MIS ?
 - Write any two differences between commerce and E-Commerce.
 - What is a Business System ?
 - Name a few word processor software.
 - Name any two uses of Power point.
 - Define ERP.



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SECTION – B

Answer **any five** of the following questions. **Each** question carries **five** marks. **(5×5=25)**

2. What do you mean by data processing cycle ? What are the main processing Operation ?
3. Explain Mail Merge procedure in MS-Word.
4. What are the Goals of E-Commerce ?
5. Write a note on Vouchers in Tally.
6. What is data mining ? Give its advantages.
7. What is CRM ? Explain its features.
8. Write a note on securities of M-Commerce.
9. Compare manual processing and database processing.

SECTION – C

Answer **any three** of the following questions. **Each** question carries **fifteen** marks. **(3×15=45)**

10. Explain the different types information system in detail.
 11. Write a note on types of E-Commerce and advantages of E-Commerce.
 12. What is CRM ? Briefly explain the Phases in CRM.
 13. Define DBMS ? Explain the advantages and Characteristics of Database.
 14. a) Explain the elements of MS-Excel Screen layout.
b) Explain the different mode TPS.
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