



NP – 388

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V Semester B.B.A. Examination, January/February 2025

(NEP Scheme) (Freshers/Repeaters)

BUSINESS ADMINISTRATION (Vocational)

Paper – 5.6 : Information Technology for Business

Time : 2½ Hours

Max. Marks : 60

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

SECTION – A

Answer **any six** sub questions of the following. **Each** carries **2** marks. (6×2=12)

1. a) Define Information Technology.
- b) Define Green marketing.
- c) What is Artificial Intelligence ?
- d) What is Decision support system ?
- e) Write the syntax of IF function.
- f) Write two applications of MS Access.
- g) What is data warehousing ?
- h) Write any two applications of the Enterprise Resource Planning (ERP) system.



SECTION – B

Answer **any three** of the following. **Each** carries **4** marks. (3×4=12)

2. Explain any 4 types of information system.
3. Elaborate the disadvantages of the transaction processing system.
4. What are the objectives of data warehousing ?
5. Write any four mathematical functions with syntax.
6. Mention the challenges of cloud computing.

P.T.O.



SECTION – C

Answer **any three** of the following. **Each** carries **12** marks.

(3×12=36)

7. Elaborate the disadvantages of the transaction processing system.
 8. Explain the importance of the information system in decision-making and strategy building.
 9. Highlight the different applications of data mining.
 10. Explain the fundamental features of Microsoft Excel.
 11. Explain the pros of artificial intelligence.
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