



IV Semester B.B.M. Examination, April/May, 2015  
(Repeaters) (Prior to 2013-14)  
(100 marks-2012-13 only/90 marks–Prior to 2012-2013)  
Business Management  
Paper – 4.6 : COMPUTER APPLICATION IN BUSINESS

Time : 3 Hours

Max. Marks : 100/90

- Instructions :** 1) Answer should be written **completely in English**.  
2) Sections **A, B, & C** to be answered by **all repeaters (90 marks)**.  
3) Section **D** to be answered by students of **(2012-2013 only)**.

## SECTION – A

Answer **any ten** sub-questions. **Each** sub-question carries **two** marks. **(10×2=20)**

1. a) Define DBMS.
- b) What is Data mining ?
- c) What do you mean by HRM system ?
- d) Define DSS.
- e) Define MIS.
- f) What is TPS (Transaction Processing System) ?
- g) Define E-Commerce.
- h) What is the role of internet ?
- i) Define WAP.
- j) Define Enterprise Resource planning.
- k) What is a word processor ?
- l) What is a cell address ?

## SECTION – B

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

2. What is data modelling ? Explain.
3. Explain the features of information.



4. Explain Financial Information System.
5. What is the classification of a decision ?
6. Explain B2B and B2C.
7. Write a short note on : Electronic Fund Transfer (EFT).
8. Explain the Internet, Intranet.
9. Briefly explain Microsoft Excel.

SECTION – C

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

10. a) Explain data definition language and data manipulation language.  
b) Explain management information system and executive support system.
11. a) Explain the characteristics of MIS'.  
b) Explain the phases of decision-making process.
12. a) Define Internet. List out Internet applications.  
b) Explain the Electronic Fund Transfer (EFT).  
c) How does a firewall work ?
13. a) Explain the M-Commerce infrastructure.  
b) Discuss the wireless web standards.
14. a) Explain the Enterprise system in a large organization.  
b) Write a short note on CRM.

SECTION – D

Answer the question, carries **ten** marks. **(1×10=10)**

15. Explain the options of the standard tool bar.
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