



SN – 440

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V Semester B.B.M. Examination, November/December 2014
(For Repeaters Prior to 2008-09 Batch)
BUSINESS MANAGEMENT
5.3 : Computer Application in Business

Time : 3 Hours

Max. Marks : 90

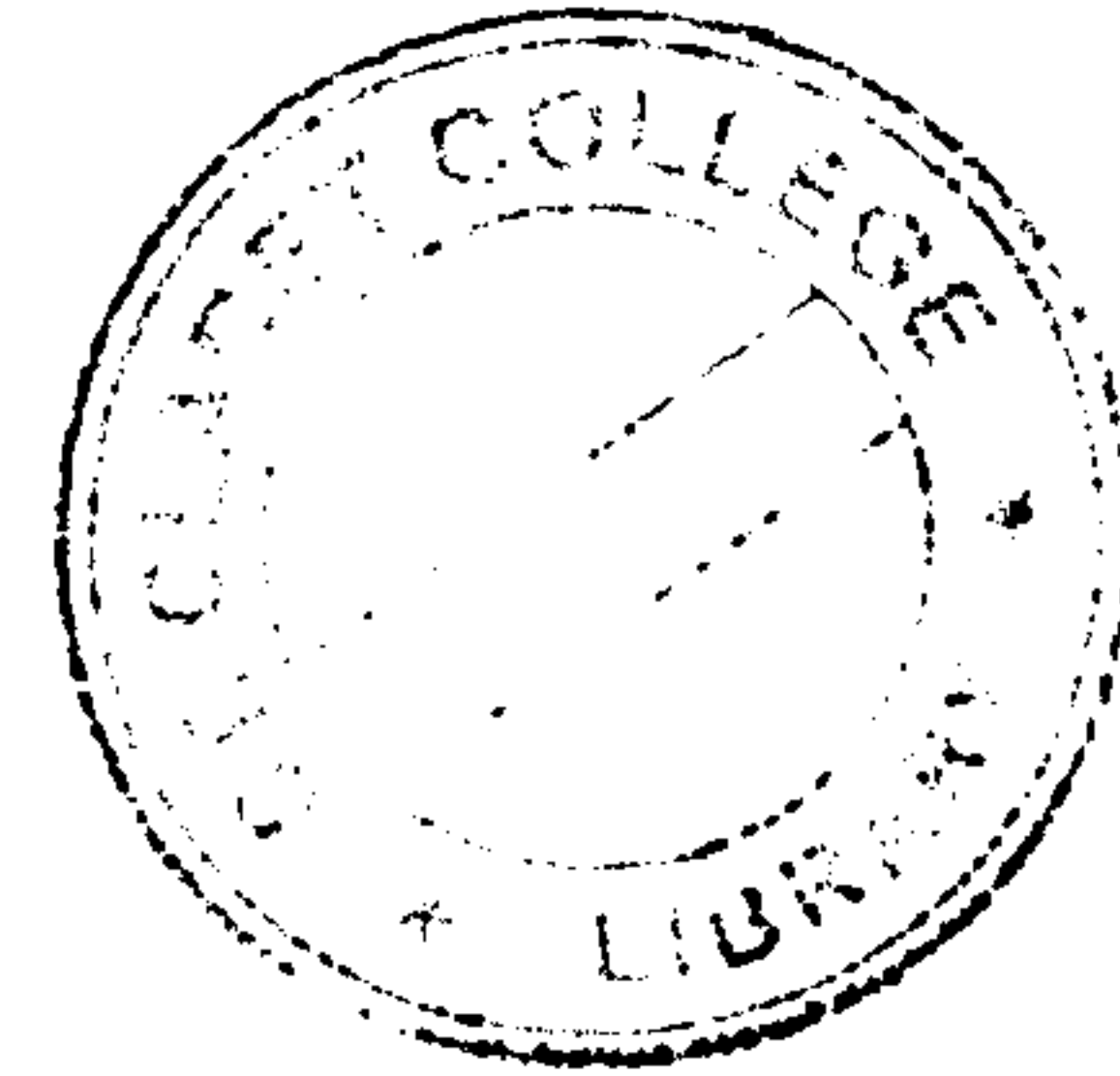
Instruction : Answers should be written only in **English**.

SECTION – A

Answer **any ten** of the following sub-question. **Each** question carries **two** marks.

(10×2=20)

1. a) What is Internet ?
- b) What is CRM ?
- c) What is B2C ?
- d) Mention any two objectives of database.
- e) State any two advantages of computerised accounting.
- f) What is slide sorter view ?
- g) Give any two advantages of MS-Excel.
- h) What is ESS ?
- i) What is m-commerce ?
- j) What is data-warehousing ?
- k) Define voucher.



SECTION – B

Answer **any five** of the following. **Each** question carries **five** marks.

(5×5=25)

2. What is datamart ? Explain its features.
3. Explain Decision Support System.
4. Explain the components of Information Systems.
5. State the advantages of m-commerce.

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6. Explain the formatting option in MS-Word.
7. Explain the various Vouchers in tally.
8. Explain inserting, deleting, changing, column width row and aligning.
9. Write the steps for printing a presentation.

SECTION – C

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

10. Explain the features and process of TPS with neat diagram.
 11. What are the advantages and disadvantages of e-commerce.
 12. Explain the various stages involved in mail merge.
 13. Explain the advantages and disadvantages of EDI.
 14. Explain the advantages of accounting software tally.
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