

Roll No.

57514

**BBA 2nd Semester (N. S.) 2014-17
Examination – May, 2019**

COMPUTER APPLICATIONS IN MANAGEMENT

Paper : BBAN-204

Time : Three Hours] [Maximum Marks : 50

Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard, will be entertained after examination.

Note : Section – A is compulsory. Attempt *four* questions selecting *one* question from each Unit I to Unit IV from Section – B. All question carry equal marks.

SECTION – A

1. (i) What are the areas in which information technology can be used ?
- (ii) What are various types of hardware ?
- (iii) What is news group ?

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(iv) What is data ?

(v) Discuss multimedia.

SECTION – B

UNIT – I

2. What do you understand by computer systems ? Also discuss the Classification of computers.
3. Discuss the following briefly :
 - (a) Wireless Networking
 - (b) Virus and firewalls

UNIT – II

4. Discuss the following briefly :
 - (a) Web Hosting and Publishing
 - (b) Internet application in business

5. What are various types of IP addressing ? Illustrate the purpose of each through suitable examples.

UNIT – III

6. Write a detailed note on use of information systems in offices ? Discuss expert systems in detail.

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7. Discuss the role and **benefits** of executive information system in growth of any organization.

UNIT – IV

8. Write short notes on the following :
- (a) Multimedia application in business
(b) Web application of multimedia
9. What is Marketing and Advertising through computers ? How e-marketing and e-advertising has been beneficial to both business and customers ?

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