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CS/MBA (SUPPLE)/SEM-3/MB-303/09
COMPUTER APPLICATION IN BUSINESS (SEMESTER - 3)

1. .....
Signature of Invigilator

2. .....
Signature of the Officer-in-Charge

Reg. No. | | | | | | | | | | | | | | |

Roll No. of the Candidate | | | | | | | | | | | | | | |

CS/MBA (SUPPLE)/SEM-3/MB-303/09
ENGINEERING & MANAGEMENT EXAMINATIONS, JULY – 2009
COMPUTER APPLICATION IN BUSINESS (SEMESTER - 3)

Time : 3 Hours] [Full Marks : 70

INSTRUCTIONS TO THE CANDIDATES :

1. This Booklet is a Question-cum-Answer Booklet. The Booklet consists of **32 pages**. The questions of this concerned subject commence from Page No. 3.
2. a) In **Group – A**, Questions are of Multiple Choice type. You have to write the correct choice in the box provided **against each question**.
   b) For **Groups – B** & **C** you have to answer the questions in the space provided marked 'Answer Sheet'. Questions of **Group – B** are Short answer type. Questions of **Group – C** are Long answer type. Write on both sides of the paper.
3. **Fill in your Roll No. in the box** provided as in your Admit Card before answering the questions.
4. Read the instructions given inside carefully before answering.
5. You should not forget to write the corresponding question numbers while answering.
6. Do not write your name or put any special mark in the booklet that may disclose your identity, which will render you liable to disqualification. Any candidate found copying will be subject to Disciplinary Action under the relevant rules.
7. **Use of Mobile Phone and Programmable Calculator is totally prohibited in the examination hall.**
8. You should return the booklet to the invigilator at the end of the examination and should not take any page of this booklet with you outside the examination hall, **which will lead to disqualification**.
9. Rough work, if necessary is to be done in this booklet only and cross it through.

No additional sheets are to be used and no loose paper will be provided

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FOR OFFICE USE / EVALUATION ONLY

Marks Obtained

	Group – A										Group – B			Group – C			***Total Marks***	***Examiner's Signature***
Question Number																		
Marks Obtained																		

.....
Head-Examiner/Co-Ordinator/Scrutineer

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COMPUTER APPLICATION IN BUSINESS
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GROUP – A

(Multiple Choice Type Questions)

1. Choose the correct alternatives for the following : 10 × 1 = 10

i) Airway Reservation System is an example of

a) Real time system b) On-line system

c) batch processing system d) none of these. ☐

ii) MIS works in

a) Strategic Information Layer b) Tactical Information Layer

c) Operational Information Layer d) none of these. ☐

iii) OSI model is a standard model for

a) Operating System b) DBMS

c) Network Model d) none of these. ☐

iv) The term B2C is used to denote business transaction between WAN means

a) business and individual customers

b) business and business customer network

c) none of these

d) both (a) and (b). ☐

v) OLAP stands for

a) On Line Analytical Program

b) Off Line Analytical Process

c) On Line Analytical Processing

d) None of these. [ ]

vi) Expert System is considered as extended version of

a) MIS b) EIS

c) DSS d) TPS. [ ]

vii) SCM stands for

a) Supplier Challenge Management

b) Supply Chip Management

c) Supply Chain Management

d) None of these. [ ]

viii) ERP stands for

a) Enterprise Remedy Plan b) Enterprise Resource Planning

c) Enterprise Resource Process d) none of these. [ ]

ix) Logical Independence Rule is used in

a) Data Mart b) Data Mining

c) DBMS d) ORACLE. [ ]

x) Decision table contain condition of

a) action b) value

c) process d) program. [ ]

GROUP – B

(Short Answer Type Questions)

Answer any *three* of the following. 3 × 5 = 15

2. Describe the benefit and limitation of DSS.

3. Compare MIS and DSS.

4. a) What is ERP ?

   b) What are the pitfalls of CRM ? 2 + 3

5. Can computer think ? Will they ever be able to ? Explain why or why not.

6. Describe 'what-if' analysis.

GROUP – C

(Long Answer Type Questions)

Answer any *three* of the following. 3 × 15 = 45

7. With the help of DFD, explain the flow of library information system. Demonstrate the flow of information with up to level 1 diagram.

8. How does the use of internet, intranet, extranet by a business enterprise support their e-commerce activities ?

9. List the major steps that you would take in setting up a database for a particular enterprise.

10. a) Describe the steps for the implementation of ERP.

    b) Compare and contrast call center and BPO. 8 + 7

11. Write short notes on any *three* of the following : 3 × 5

a) IPR

b) Expert System

c) Human Resource System

d) EDI

e) EFT.

END