Name : ....

Roll No. : ....

Invigilator's Signature : ....

CS/MBA (OLD)/SEM-3(FT & PT)/MB-303/2010-11
2010-11
COMPUTER APPLICATION IN BUSINESS

Time Allotted : 3 Hours   *Full Marks :* 70

The figures in the margin indicate full marks.

*Candidates are required to give their answers in their own words
as far as practicable.*

GROUP – A
(Multiple Choice Type Questions)

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

    i)   Which of the following is a primary benefit of ERP ?

        a) elimination of inefficient system

        b) easing adoption of improved work processes

        c) improving assess to data for operational decision-making.

        d) all of these.

    ii) Which of the following is not considered to be part of a firm's accounting system ?

        a) Accounts receivable   b) Inventory control

        c) Pay roll   d) General ledger.

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iii) EDI stands for

    a)   Electronic Data Interchange

    b)   Electronic Data Intelligence

    c)   Electronic Data Interconnection

    d)   Electronic Data Interference.

iv) Which of the following is not related to *e*-commerce ?

    a)   EDI   b)   EFT

    c)   IOS   d)   ISO.

v) Intellectual property rights do not include

    a)   Copyrights   b)   Trademarks

    c)   Patents   d)   Goodwill.

vi) Railway reservation system is one example of

    a)   Real-time system

    b)   Online system

    c)   Batch processing system

    d)   None of these.

vii) DFD stands for

    a)   Disk Frequency Development

    b)   Digital Frequency Differentiation

    c)   Designated File Driver

    d)   Data Flow Diagram.

viii) BPO companies are using India as a base for operations due to

    a)   lower costs

    b)   trained and capable manpower

    c)   time difference

    d)   all of these.

ix) Which of the following are part of existing Internet-based stock market applications ?

      I.   Stock trading

      II.   Portfolio management

      III.   Mutual funds

      IV.   Derivatives trading.

Of these

a) I & III   b) I & II

c) II, III & IV   d) I, II, III & IV.

x) Which of the following is not a flowchart symbol ?

a) terminal   b) connector

c) processing   d) data store.

GROUP – B

(Short Answer Type Questions)

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

2. List the characteristics of a Transaction Processing System.

3. Briefly explain the concept of supply chain management.

4. Write a short note on remote transaction processing.

5. "E-commerce has brought about a major change in the traditional concept of business." Explain.

6. Draw a flowchart for calculating the average of several numbers.

GROUP – C

(**Long Answer Type Questions**)

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

7. What is enterprise resource planning system ? Briefly explain the advantages of an ERP system. Explain the typical functional modules of an ERP solution. 6 + 4 + 5

8. Define Information system. Discuss the different types of information systems in business organisation. Briefly explain the different information supports provided by the marketing information system at the operational level of the organisation. 3 + 4 + 8

9. a) Briefly discuss the various types of e-commerce interactions.

   b) Point out some of the strategies that a firm can adopt to strengthen their e-commerce presence. 10 + 5

10. a) Discuss the characteristics of real time, online and batch processing systems pointing out the distinctions between them.

    b) What are the advantages provided by EDI ? 10 + 5

11. a) What is DFD ?

    b) Describe with suitable examples how DFDs can be used for representing systems.

    c) What do you mean by physical and logical DFD ? How is a physical DFD converted to a logical DFD ? 5 + 5 + 5