BBA 3rd Semester Examination
Jan.2014
Subject – Computer Application in Management
Subject Code : CAL-209

Time Allowed: 03 hours.   Maximum Marks: 100
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Before answering the question paper the candidate should ensure that they have been supplied the correct question paper. Complaints in this regard, if any, shall not be entertained after the examination.
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Note: *Question No. 1 is Compulsory and attempt two questions from each section. All questions carry equal marks.*

1 (a) What do you mean by RAM? Write down the difference between RAM and ROM.   (5)
  (b) What is MS Word? Explain all the elements in Ms Word.   (5)
  (c) What are search engine? Write name of some popular search engines.   (5)
  (d) What do you mean by data integrity? How data integrity can be implemented in database?   (5)

SECTION - A

2(a) Explain High level languages. What are its merits and demerits? Name any two HLL.   (10)
(b). What are the various applications of computer in business? How does it improve the business? Explain in detail.   (10)
3 (a) What is the purpose of Mail- merge? How to Mail-Merge in MS-Word?.   (10)
  (b) What is MS Excel? What are the important features of Ms Excel? Also discuss the various types of function available in MS- Excel to perform calculation.   (10)
4(a) What is a network? Discuss the various network topologies along with their advantages and disadvantages. Which topology need maximum amount of cabling?   (10)
 (b) What do you mean by term long term communication? Explain the different kind of techniques used for long term communication.   (10)

SECTION - B

5(a) What are the uses of computers in medical science? How it has changed the medical science?   (10)
  (b) Describe the use, advantages, disadvantages and working of Internet.   (10)
6(a) What do you mean by an attribute? What are the different types of attributes possible in database? Explain in brief.   (5)
  (b) What is Data Redundancy? How it can be minimized with the help of database? Explain.   (5)
  (c) What do you mean by database? What are the merits and demerits of database?   (10)
7. Write a short note on
    (i)   "Business may highly benefit from the application of multimedia" Discuss.   (5)
    (ii)   What is the most important feature of web-based multimedia? Explain in brief   (5)
    (iii) What do you understand by multimedia? What are the applications of multimedia in various fields? Explain in brief.   (10)