

(4)

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- (b) Describe the term cyber-attack. Further classify the cyber-attacks with example.

(CO5)

- (c) Describe the importance of costumer relationship management. Take a suitable example to support your answer.

(CO4, CO5)

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**B. B. A. (FIRST SEMESTER)**

**END SEMESTER**

**EXAMINATION, Jan., 2023**

**COMPUTER APPLICATION IN  
MANAGEMENT**

**Time : Three Hours**

**Maximum Marks : 100**

**Note :** (i) All questions are compulsory.

(ii) Answer any *two* sub-questions among  
(a), (b) and (c) in each main question.

(iii) Total marks in each main question are  
**twenty.**

(iv) Each sub-question carries 10 marks.

1. (a) Discuss the computer applications in  
business. Take three cases to describe your  
answer. (CO1)

(b) List *five* output devices and their  
functions. (CO1)

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- (c) Describe the term "computer memory".  
Explain the classification of computer memory. (CO1)
2. (a) Describe software packages with an example. (CO2)
- (b) Write short notes on the following :  
(CO1, CO2)
- (i) Multiprogramming and Multitasking operating systems
  - (ii) Conditional formatting
  - (iii) Software and Application
- (c) Differentiate between batch operating OS and time operating OS. (CO2)
3. (a) Describe the process of getting information from data with an suitable example. (CO3)
- (b) Management information system gives a competitive advantage to business firms. Support your answer with an suitable example. (CO3)

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- (c) Write short notes on the following terms :  
(CO2, CO3)
- (i) Classification of information systems.
  - (ii) Central database approach
4. (a) Describe the importance of MS-Word in business. Take *five* cases for explanation.  
(CO4)
- (b) Write short notes on the following terms :  
(CO4)
- (i) Header and Footer
  - (ii) Format Painter
  - (iii) Inserting symbols and equations
  - (iv) Text formatting
- (c) Differentiate between Title bar and Menu bar. List out the elements of menu bar. Drawing can be used. (CO3, CO4)
5. (a) Compare LAN, WAN and MAN in terms of their applications, reach, cost and user requirements. (CO5)

P. T. O.