Enrollment No.....................................

Faculty of Management Studies
End Sem Examination May-2024
MS3SE13 Computer Applications in Business -II

Programme: BBA   Branch/Specialisation: Management

Duration: 3 Hrs.   **Maximum Marks: 60**

Note: All questions are compulsory. Internal choices, if any, are indicated. Answers of Q.1 (MCQs) should be written in full instead of only a, b, c or d. Assume suitable data if necessary. Notations and symbols have their usual meaning.

Q.1   i.   What is the main feature of fourth generation computers?   **1**
        (a) ULSI technology   (b) Integrated circuits
        (c) VLSI technology   (d) Transistors

   ii.   Which operating system use multiple central processors to serve   **1**
        multiple real-time applications and multiple Users?
        (a) Batch operating system
        (b) Distributed operating system
        (c) Time sharing operating system
        (d) Real time operating system

   iii.   A number of letter that appears little above the normal text is called-   **1**
        (a) Superscript   (b) Subscript
        (c) Supertext   (d) Toptext

   iv.   Which option in MS Word contains the option of zooming in and   **1**
        zooming out?
        (a) Scroll bar   (b) Home tab
        (c) Page layout tab   (d) View tab

   v.   What is the column width in a worksheet?   **1**
        (a) 26 characters   (b) 128 characters
        (c) 255 characters   (d) 256 characters

   vi.   Steps for protecting a sheet by password in MS Excel?   **1**
        (a) Under the review tab, click on protect current sheet
        (b) Under insert tab, click on protect sheet
        (c) Under data tab, click on protect sheet
        (d) Under the review tab, click on protect sheet

vii. The best way to insert a new slide in a presentation is to use the- **1**
(a) Normal view   (b) Special view
(c) Slide show view   (d) Slide sorter view

viii. Which key on the keyboard can be used to view slide show? **1**
(a) F1   (b) F2   (c) F5   (d) F10

ix. A combination of software and information designed to provide **1**
security and information for payment is called a what?
(a) Digital wallet   (b) Pop up ad
(c) Shopping cart   (d) Encryption

x. Amazon.com is well-known for which e-commerce marketing **1**
technique?
(a) Banner ads   (b) Pop-up ads
(c) Affiliate programs   (d) Viral marketing

Q.2   i. What are the essential characteristics of a computer? **2**

ii. How do individual use of computers differ from their use in **3**
organizational contexts?

iii. What are the key features of each generation of computers? **5**

OR   iv. What are the primary services and functions provided by an operating **5**
system?

Q.3   i. Write two primary features of Microsoft Word. **2**

ii. How does advanced formatting enhance document presentation and **8**
organization in Microsoft Word and mention some practical
applications of these features?

OR   iii. Explain the step-by-step process required to perform a mail merge in **8**
Microsoft Word.

Q.4   i. What are the features of advanced formatting in Microsoft Excel? **3**

ii. Describe the process of creating charts and graphs in Microsoft Excel **7**
with some practical examples.

OR   iii. How can one secure and protect a spreadsheet in Microsoft Excel? **7**
What role does the 'What-If Analysis' feature play in enhancing data
security and integrity?

Q.5   i. What are the reasons for incorporating animations into PowerPoint **4**
presentations?

ii. Explain the detailed steps involved in opening, viewing, creating, and **6**
printing slides in Microsoft PowerPoint.

OR   iii. Explain how you would create a successful presentation for business. **6**

Q.6   Attempt any two:

i. What are the key requirements for designing an e-payment system? **5**

ii. What are the frameworks and models that underpin e-business **5**
operations?

iii. What are the risks associated with e-payment systems from both the **5**
customer and merchant perspectives?

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Marking Scheme
Computer Applications in Business - II (T) - MS3SE13 (T)

Q.1 i) What is the main Feature of Fourth Generation Computers? **1**
© VLSI Technology

ii) Which Operating System use multiple central processors to serve multiple real-time applications and multiple Users? **1**
(b) Distributed Operating System

iii) A number of letter that appears little above the normal text is called **1**
(a) Superscript

iv) Which option in MS Word contains the option of zooming in and zooming out? **1**

(d) View Tab

v) What is the column width in a worksheet? **1**
© 255 characters

vi) Steps for protecting a sheet by password in MS Excel? **1**
(d) Under the Review Tab, Click on Protect Sheet

vii) The best way to insert a new slide in a presentation is to use the? **1**
(d) Slide sorter view

viii) Which key on the keyboard can be used to view slide show? **1**
© F5

ix) A combination of software and information designed to provide security and information for payment is called a what? **1**
(a) Digital Wallet

x) Amazon.com is well-known for which e-commerce marketing technique? **1**
©Affiliate programs

Q.2 i. Characteristics of a computer **2**

ii. Individual use of computers differs from organizational use **3**

iii. Key features of each generation of computers (1*5) marks **5**

OR iv. Primary services of operating system (2 marks) **5**
Functions of operating system (3 marks)

Q.3 i. Two primary features of Microsoft Word. **2**

ii. Advanced formatting in Microsoft Word (4 marks) **8**
Practical applications of advance formatting (4 marks)

OR iii. Step-by-step process to perform a mail merge in Microsoft Word. **8**

Q.4 i. Features of advanced formatting in Microsoft Excel. **3**

ii. Process of creating charts and graphs in Microsoft Excel with some practical examples. **7**

OR iii. Securing and protecting a spreadsheet in Microsoft Excel **7**
(3 marks)

Role of 'What-If Analysis' to enhance data security and integrity (4 marks)

Q.5 i. Reasons for incorporating animations into PPT **4**

ii. Steps for opening, viewing, creating, and printing slides in Microsoft PowerPoint **6**

OR iii. Steps to create a successful Presentation for Business. **6**

Q.6 Attempt any two:

i. Key requirements for designing an e-payment System. **5**

ii. Frameworks and models in e-business operations **5**

iii. Risks associated with e-payment systems from customer perspectives. (2.5 marks) **5**
Risks associated with e-payment systems from merchant perspectives (2.5 marks)

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