Graphic Era
HILL UNIVERSITY
Established by an Act of the State Legislature of Uttarakhand (Adhiniyam Sankhya 12 of 2011)
University under section 2(f) of UGC Act, 1956

End Term (Even) Semester Examination May-June 2025

Roll no...............................

Name of the Program and semester: BBA Semester II
Name of the Course: Computer Applications in Business
Course Code: BBA 204

Time: 3 hour   Maximum Marks: 100

Note:
- *(i)* All the questions are compulsory.
- *(ii)* Answer any two sub questions from a, b and c in each main question.
- *(iii)* Total marks for each question is 20 (twenty).
- *(iv)* Each sub-question carries 10 marks.

Q1.   (2X10=20 Marks)
a. List three input devices and three output devices used in a computer system. Provide one example of how each is used in business. (CO1)
b. Differentiate between system software and application software. Provide one example of each used in a business. (CO1)
c. Describe how to use the "SUMIF" function in Excel. Provide a business use case (e.g., calculating total sales for a specific product).(CO2)

Q2.   (2X10=20 Marks)
a. Explain the steps to create a professional PowerPoint presentation for a business meeting. What elements are essential? (CO3)
b. How does a firewall protect a business network? Name two types of cyberattacks it can prevent.(CO4)
c. Classify the five generations of computers based on their core technologies. Provide one key feature and limitation for each generation. (CO1)

Q3.   (2X10=20 Marks)
a. Compare TPS, MIS, and DSS using a banking example. How does each system support decision-making? (CO1)
b. Design a hypothetical scenario where a retail business uses a Central Database Approach in its MIS. Highlight two operational benefits and one security risk.(CO3)
c. Explain how multitasking and multiprocessing operating systems improve business productivity. Provide an example where each would be more suitable.(CO5)

Q4.   (2X10=20 Marks)
a. Illustrate how IT integration in Supply Chain Management reduces lead time. Use an e-commerce example. (CO2)
b. Evaluate the role of cryptography in securing a corporate VPN. What are two potential weaknesses? (CO4)
c. Use the VLOOKUP function in Excel to merge customer IDs from two sheets. Write the formula and explain its components.(CO2)

Q5.   (2X10=20 Marks)
a. Critically assess the importance of SDLC (Software Development Life Cycle) in ERP implementation. What phase is most prone to failure and why? (CO5)
b. Propose a step-by-step process to create a Mail Merge document for a marketing campaign in MS Word. (CO3)
c. Why is the "Central Database" approach critical for ESS (Executive Support Systems)? Provide a healthcare industry use case.(CO4)