

TERM END EXAMINATION : JUNE – 2018
MANAGEMENT PROGRAMME
INFORMATION TECHNOLOGY FOR BUSINESS

MP-07
DIM-07

Time: 3 hours

Full Marks: 100

Read the instructions carefully before attempting questions from each group.

GROUP – A

Q.No. 1. Answer all questions selecting the right options. Each carries 1 Mark [1 X 10 = 10]

- i. Which of the following is the fastest type of computer?
a) Super computer b) Laptop c) Personal computer d) Notebook

- ii. Super computer developed by Indian scientists
a) Param b) Super301 c) Compaq Presario d) Cray YMP

- iii. The first UNIX operating system was written in
a) Java b) Pascal c) Programming d) Machine Language

- iv. Which of the following operating does not implement multitasking truly?
a) Windows XP b) Windows 98 c) MS DOS d) Windows NT

- v. The internet also known simply as -----
a) NAT b) NOT c) NET d) NFT

- vi. Which of the following is an example of connectivity?
a) Floppy Disk b) Data c) Internet d) Power card

- vii. Several computers linked to a server to share programs and storage space.
a) Library b) Network c) Grouping d) Integrated system

- viii. A term related sending data to a satellite is?
a) Downlink b) Modulate c) Demodulate d) Uplink

- ix. Which of the following statements is TRUE?
a) electronic commerce encourages international business transactions
b) technology allows contracts to be performed more quickly
c) technology reduces marketing costs
d) the law governing electronic commerce is uncertain
e) all of the above

- x. What type of commerce occurs when a business sells its products over the Internet to other businesses?
- a) B2B
 - b) B2C
 - c) C2B
 - d) Enterprise commerce

GROUP – B

Q.No. 2. Answer any 4 questions each within 50 words. Each carries 5 marks [5 X 4 = 20]

- a) Define internet marketing?
- b) Explain the different generations of computers?
- c) What do you understand by page alignment?
- d) Define topology?
- e) Why we use e-commerce now a days?
- f) Describe buffer memory? Differentiate buffer and cache memory?

GROUP – C

Q.No.3. Answer any 4 questions each within 200 words. Each carries 10 Marks [10 X 4 = 40]

- a) Describe memory? Differentiate primary and secondary memory?
- b) Explain the different drawing features of MS. Word.
- c) What is a spread sheet? Explain some formatting features of spread sheet.
- d) What is a slide master? Explain some animation features of power point.
- e) What protections are there for copyrighted works published on the net?
- f) What are the different types of issues to be considered in social media?

GROUP – D

Q.No.4. Answer any 2 questions each within 250 words. Each carries 15 Marks. [15 X 2 = 30]

- a) Explain the block diagram of the computer?
 - b) What is Internet? Explain the different technologies used to configure the connection?
 - c) Explain the procedure to create a payroll system (take assumption figures) in MS. Excel.
 - d) Define Electronic Data Interchange. What are the components of Electronic Data Interchange?
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