



BRAINWARE UNIVERSITY

Term End Examination 2018 - 19

Programme – Bachelor of Business Administration

Course Name - Advanced Computer Application and E-Commerce

Course Code – BBA405

(Semester – 4)

Time allotted: 3 Hours

Full Marks: 70

[The figure in the margin indicate full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group –A

(Multiple Choice Type Questions)

10 x 1 = 10

1. *Choose the correct alternative from the following*
 - (i) The information of MIS comes from the
 - a. Internal Source
 - b. External Source
 - c. Both (a) and (b)
 - d. None of these
 - (ii) The full form of FTP is
 - a. File Transmission Path
 - b. File Transfer Protocol
 - c. File Transfer Path
 - d. None of this
 - (iii) KPO is the short form of
 - a. Knowledge Path Operation
 - b. Knowledge Path Outsourcing
 - c. Knowledge Process Outsourcing
 - d. None of these
 - (iv) A Data Warehouse provides _____ view of data
 - a. One Dimensional
 - b. Two Dimensional
 - c. Three Dimensional
 - d. Multi Dimensional
 - (v) Which is not an Information System
 - a. MIS
 - b. Decision Support System
 - c. Transaction Processing System
 - d. None of these

- (vi) OLAP servers are present in _____ tier of a Data Warehouse architecture
- a. Top
 - b. Middle
 - c. Bottom
 - d. None of this
- (vii) Which is also known as Refinery model?
- a. Zack KM Model
 - b. Bukowitz and Williams KM Model
 - c. McElory KM Model
 - d. WIIG KM Model
- (viii) Which is not an E-Commerce business model?
- a. G2G
 - b. B2B
 - c. B2C
 - d. C2B
- (ix) Which is not a type of outsourcing?
- a. BPO
 - b. KPO
 - c. LPO
 - d. None of this
- (x) Full form of IoT is
- a. Internet of Transactions
 - b. Internet of Transfers
 - c. Internet of Things
 - d. None of this

Group – B

(Short Answer Type Questions)

3 x 5 = 15

Answer any *three* from the followings

- 2. Briefly describe the pyramid structure of an organization. [5]
- 3. What is MIS? Describe different types of MIS. 2+3=[5]
- 4. What are the steps involved in a Business Data Processing cycle? [5]
- 5. Define E-Commerce. State the advantages and disadvantages of E-Commerce. 2+3=[5]
- 6. What is Knowledge Management? Describe different types of Knowledge Management. 2+3=[5]

Group – C

(Long Answer Type Questions)

3 x 15 = 45

Answer any *three* from the followings

- 7. (a) What is Data OLAP Server? What are the different types of OLAP Server? 2+3=[5]
- (b) State the Differences between: Multi-dimensional OLAP and Relational OLAP. [3]
- (c) Explain Three-tier Architecture of Data Warehouse. [7]

8. (a) What is ICT in E-Governance? What are the objectives of E-Governance? 2+3=[5]
(b) What are the advantages of E-Governance? What are the major challenges to implement E-Governance in India? 3+3=[6]
(c) Give some examples of successful implementation of E-Governance in India. [4]
9. (a) What is Business Process Re-engineering? What are the steps in a framework of BPR? 2+3=[5]
(b) Briefly explain the SECI model of knowledge conversion. [7]
(c) Explain the functions in MS-Excel- NOW(), TODAY() and DATEDIF(). 1+1+1=[3]
10. (a) What is Data Mining? Give some examples of Data Mining applications. 2+3=[5]
(b) Briefly describe different descriptive and classification functions involved in Data Mining. [6]
(c) State the advantages of DBMS over traditional file system. [4]
11. Write short notes on : (*Any three*) 5X3=[15]
(a) Impact of Internet in modern business.
(b) Collaborative Computing.
(c) Cloud Computing.
(d) What-If Analysis.
(e) Zack KM Model.
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