BRAINWARE UNIVERSITY

Course – MBA

Computer Application in Management (MBA103)

(Semester – 1)

Time allotted: 3 Hours   **Full Marks : 70**

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

Group – A

(Multiple Choice Questions)

Answer all the questions: **10 x1 = 10**

1. Every system has

   (a) Boundary

   (b) Interface

   (c) Subsystem

   (d) All of the above

2. DSS is used by

   (a) Top Level Managers

   (b) Middle Level Managers

   (c) Lower Level managers

   (d) None of the above

3. Decision Tree & Decision Table are the tools of

   (a) Decision making

   (b) Planning & Forecasting

   (c) Feedback & Control

   (d) Directing

4. Intelligence, Design & _____ are the three phrases of Decision-making theory.

   (a) Choice

   (b) Planning

   (c) Directing

   (d) None of the above

5. Goal seek of MS Excel is a part of

   (a) Mail Merge

   (b) Saving a document

   (c) Deleting a document

   (d) What if analysis

6. The full form of SCM

   (a) Supply Cost Management

   (b) Supply Cash Management

   (c) Surplus Cash Management

   (d) Supply Chain Management

7. Linux is a

   (a) Application Software

   (b) System Software

   (c) Virus

   (d) None of the above

8. CRM denotes _____

   (a) Customer Relationship Management

   (b) Customer Relational Management

   (c) Customer Ratio Management

   (d) Customer Relativity Measurement

9. The primary function of Management is

   (a) Controlling

   (b) Planning

   (c) Organizing

   (d) Staffing

10. Flipcart is an example of ____ business

   (a) B2B

   (b) B2C

   (c) C2C

   (d) C2B

Group – B

(Short Answer Type Question)   **3 x 5 = 15**

Answer any three questions:

11. What are the different attributes & quality measures of a complete Information??

12. What is DBMS? What are the different components of DBMS?

13. What is CRM? What are the different advantages & disadvantages of CRM?

14. What are the different concepts related to a system? Give examples.

15. What are the functions of SCM? What do you mean by e-wallet?

Group – C

(Long Answer Type Question)   **3 x 15 = 45**

Answer any three questions

16. Explain the Spiral Model of Software Development. What are its advantages & disadvantages?

17. Explain the Physical & Logical Depiction of MIS with diagram.

18. Briefly give a comparative analysis between Waterfall Model & Prototyping Model.

19. Write short notes on –

    a) ERP

    b) Debit Card & Credit Card

    c) e-banking

    d) RDBMS

    e) B2C model

20. What are the different functions of CIO officer?