



BRAINWARE UNIVERSITY

Course – MBA

Computer Application in Management and Advanced Excel (MBA 102)

(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 Type Question)

1. Choose the correct alternatives for the following:

10 x 1 = 10

i) Which of the following is a tool for planning?

- a) Gantt chart b) Structured English c) Data flow diagrams d) All of the above.

ii) COUNT() is used

- a) To count all entries consisting of numbers
b) To count all entries of numbers, characters
c) To count blank entries
d) None of the above

iii) --- is/are the method for information gathering

- a) Questionnaire b) Observation c) Face-to –Face interview d) All of the above

iv) E-CRM stands for

- a) Extended CRM b) Electronic CRM
c) Engagement CRM d) Executive CRM

v) Which of the following is not the characteristic of information?

- a) Massive b) Accurate c) Explicit d) Completeness

vi) User training is a sub-process of

- a) Implementation b) Design c) Planning d) Maintenance

vii) Pull Process view of SCM is suitable for

- a) Large Electronics Appliances b) Medicine c) Both (a) and (b) d) None of the above

viii) Long-term information is mainly needed by

- a) Top level management b) Mid level management
c) Low level management d) Any one of the above.

ix) Short-term information is mainly needed by

- a) Top level management b) Mid - level management
c) Low level management d) Any one of the above.

x) Which of the following supports E-Payment?

- a) Smart card b) Debit Card c) Credit Card d) All of the above

Group - B

(Short Answer Type Questions)

Answer any three of the following

3 x 5 = 15

2. What do you mean by Analytic and Collaborative CRM?
3. What are the characteristics of information needed by the top level manager?
4. Write a short note on the evolution of ERP.
5. Define Customer Value. Define every stage of customer life cycle.
6. Define ERP? Write any three popular ERP packages along with their name of vendors. Write any two characteristics of ERP.

Group- C

(Long Answer Type Questions)

Answer any three of the following

3 x 15 = 45

7. Write the Importance of Excel as a decision making tool with proper functions name and hypothetical examples.
8. Write the Importance of Pivot table and Conditional Formatting. [8+7]
9. Define SCM. Write the Process View of supply chain. How many types of flows are possible in supply chain?
10. What are the components of unified rational model? What are characteristics of spiral model? Describe with a diagram. Write the Advantages and Disadvantages of Spiral model.
11. Write Short notes on
 - a. E-CRM b. E-Procurement c. E-Payment