BRAINWARE UNIVERSITY

Term End Examination 2024-2025
Programme – MBA(HM)-2024
Course Name – Computer Applications in Management
Course Code - MHM17108 (T)
(Semester I)

Full Marks : 40

Time : 2:0 Hours

[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 x 10=10

1. *Choose the correct alternative from the following :*

(i) Which of the following is an example of system software?
   a) MS Word
   b) Windows OS
   c) MS Excel
   d) PowerPoint

(ii) Which of the following is not a type of operating system?
   a) Linux
   b) Windows
   c) iOS
   d) Oracle

(iii) Which application is best for managing a large database?
   a) MS Word
   b) MS Access
   c) MS Excel
   d) PowerPoint

(iv) Define what the 'VLOOKUP' function does in Excel.
   a) Looks up a value in a table
   b) Sorts data
   c) Finds duplicates
   d) Merges cells

(v) Identify the function used to combine text from multiple cells in Excel.
   a) CONCATENATE
   b) TEXTJOIN
   c) LEFT
   d) MID

(vi) What is the use of the Solver tool in Excel?
   a) To find optimal solutions by changing multiple variables
   b) To format text
   c) To create PivotTables
   d) To merge cells

(vii) Identify which function would be used to extract the first three characters from a cell.
   a) LEFT
   b) RIGHT
   c) MID
   d) TRIM

(viii) What are the benefits of using 'Pivot Charts' to illustrate data analysis?
   a) To create dynamic and interactive visualizations of PivotTable data
   b) To format cells

c) To clean data	d) To merge text

(ix) How can email security be improved through a categorized approach?

    a) Use encryption	b) Use random email addresses

    c) Avoid secure passwords	d) Schedule email delivery

(x) Judge the key function of an ERP system.

    a) Integrates different business processes	b) Tracks individual employee performance

    c) Manages email marketing	d) Focuses on daily tasks

Group-B
### (Short Answer Type Questions)	3 x 5=15

2. Compare how the VLOOKUP function differs from HLOOKUP.	(3)
3. Identify the difference between RAM and ROM.	(3)
4. Define Relative Reference.	(3)
5. Explain the difference between SUBSTITUTE and REPLACE function in MS-Excel.	(3)
6. Deduce how to use the RIGHT function to extract the last 4 digits of a phone number in the	(3)
   format 123-456-7890.

OR

Dissect how to use the LEFT function to extract the protocol (http://) from a URL formatted	(3)
as http://example.com/page.

Group-C
### (Long Answer Type Questions)	5 x 3=15

7. Discuss MS Excel's role in financial analysis.	(5)
8. Design a simple case study about using social media for a business.	(5)
9. Devise how to use Goal Seek in Excel to determine the required sales price to achieve a	(5)
   target profit.

OR

Develop a basic DSS model in Excel using What-If analysis.	(5)

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