



MID-WEST UNIVERSITY
SCHOOL OF MANAGEMENT (MUSOM)
(An Autonomous Institution)
MUSOM EXAMINATION SECTION
FINAL EXAMINATION-2023 (2080)
BACHELOR OF BUSINESS ADMINISTRATION (BBA)
SEMESTER – I

Subject: Computer Fundamentals and Business Applications
Full Marks: 100

Course Code: MGT 414
Time: 3 Hrs.

Exam Roll No.:

Section A: Multiple Choice Questions (1×15 = 15 Marks)

Time: 15 Minutes

Tick (✓) the correct answers

1. What are the key attributes of information?
 - a. Accuracy
 - b. Timeliness
 - c. Relevancy
 - d. All of the above
2. A collection of data designed to be used by different people is called a _____.
 - a. DBMS
 - b. database
 - c. RDBMS
 - d. All of the above
3. SDLC stands for:
 - a. System Development Life Cycle
 - b. System Design Life Cycle
 - c. Software Design Life Cycle
 - d. Supportive Design Life Cycle
4. Which of the following is not a type of programming language?
 - a. Low level
 - b. Middle level
 - c. High level
 - d. Machine level
5. Distributed Database use _____ architecture to process information requests:
 - a. peer to peer
 - b. centralized
 - c. client/server
 - d. none of the above
6. The first page of a webpage is known as:
 - a. Front page
 - b. First page
 - c. Home page
 - d. Current page
7. _____ is a computer-based tool for mapping and analyzing things that exist and events that happen on Earth.
 - a. CAD
 - b. GPS
 - c. GIS
 - d. Compass
8. Which of the following is not data for the Geographical Information system?
 - a. General Reference Map
 - b. Base and Business Map
 - c. Houses Map
 - d. Environmental Maps
9. Transistor was the technology of _____ generation of computer.
 - a. first generation
 - b. second generation
 - c. third generation
 - d. fourth generation
10. 192.168.1.1 is an example of:
 - a. computer address
 - b. router address
 - c. domain name system
 - d. internet protocol address

11. Which component of a computer is responsible for temporarily storing data and instructions that the CPU needs during processing?
- a. Hard disk drive
 - b. RAM (Random Access Memory)
 - c. CPU (Central Processing Unit)
 - d. GPU (Graphics Processing Unit)
12. What is the purpose of an operating system?
- a. To store and manage data files
 - b. To provide internet connectivity
 - c. To control and coordinate computer hardware and software resources
 - d. To protect the computer from viruses and malware
13. Inventory management, payroll processing, and sales tracking are typical functions of _____.
- a. enterprise Resource Planning (ERP) software
 - b. web browsers
 - c. video editing software
 - d. antivirus software
14. Which one of the following is a software application type of software used for creating and editing documents, such as letters, reports, and memos?
- a. spreadsheet software
 - b. presentation software
 - c. word processing software
 - d. project management software
15. Which tool is commonly used for conducting online meetings and webinars in business settings?
- a. Microsoft Excel
 - b. Google Docs
 - c. Zoom
 - d. Adobe Photoshop





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You are required to answer in your own words as far as applicable. The figures in the margin indicate the full marks.

Section – B: Short Answer Questions **(8 × 5 = 40 Marks)**

Answer any eight questions:

1. How is computer different from other electronic devices? Describe with its definition and characteristics. [5]
2. Explain the role of computing technology in improving education system in the context of Nepal. [5]
3. Describe the role of search engine to promote online education with suitable example. [5]
4. What is computer hardware? Describe about any three hardware devices with their prominent features [1+4]
5. Define world wide web. Differentiate between web 1.0, 2.0 and 3.0 in detail. [1+4]
6. Why is customer relationship management software becoming popular in these days? Describe with examples. [5]
7. Describe the major role of inventory management system in an organization. [5]
8. Define the term 'computer networking'. Describe its type in detail with suitable examples. [5]
9. Explain the importance of microsoft office package in your higher study? [5]
10. Write Short notes on any two. [2.5+2.5]
 - a. ALU
 - b. URL
 - c. Extranet

Section – C: Long Answer Questions **(3× 10 = 30 Marks)**

Answer any three questions:

11. What is software? Enlist the different types of software and explain with suitable examples. [2+8]
12. Explain the role of internet, intranet and extranet in this 21st century to promote the business globally. [10]
13. Expert system is also noticed as key decision makers in an organization. Justify the statement with suitable example. [10]
14. What is ERP? Explain, the importance of ERP to run the business globally? [2+8]
15. Briefly explain the role of transaction processing system and management information system in an organization. [5+5]

Section – D: Case Study **(15 Marks)**

16. Read the following case and answer the questions following it.

It is the online selling arm of India's number one retailing company Wicker, into the world's number one online grocery seller by 2009. It explains the foundation behind Wicker deciding to tap the internet to sell groceries. It also explains its unique 'Pick in the stores' model, delivery

excellence, inventory management web site management, and customer service. The company began selling clothing, household goods, and fresh food, in addition to groceries.

However, due to the retail price management (RPM) system prevalent in the country at the time (which prohibited large retailer from selling below a price agreed upon by the suppliers.), companies like Wicker was not able to compete this problem, it come up with the idea of online grocery. Its personalized approach had another advantage. Just as retail store priced their product based on the area of operations, it took care to ensure that the price still remained competitive as compared to other retail/online operations offering their service in any given area.

Another major reason why wickers success was drawing attention was it had proved that the idea of online grocery selling was not an unviable business promotion. Thus, the company's entry in the online grocery retail industry in 2009 had attracted a lot of attention. The company meanwhile continued to put in place its unique model of running the online grocery retailing venture that was rapidly gaining appreciation from strategists. By now, Wicker had become a household name in India.

Questions:

- a) What is the major issues of this case? [5]
- b) Describe the strategy of the company applied to establish in Indian market. [5]
- c) Define the possibility of the online grocery business in Nepali market, with suitable reason. [5]