

MID-WESTERN UNIVERSITY
EXAMINATIONS MANAGEMENT OFFICE
MAKE-UP EXAMINATION: 2018
BACHELOR OF BUSINESS ADMINISTRATION (BBA)
SEMESTER – I

R.No.

Subject: Computers in Management
Full Marks: 100

Course Code: MGT 315
Time: 3:00 Hours

SECTION A: MULTIPLE CHOICE QUESTIONS (1 × 15 = 15 MARKS) / (TIME: 15 MINUTES)

Tick the best answers.

- Q1. Which of the following is represent as a series of 0s and 1s?
a. Assembly level language c. High level language
b. Machine level language d. All of the above
- Q2. Name of the screen that recognizes touch input is:
a. Record screen c. Touch Screen
b. Point Screen d. Android Screen
- Q3. The printed output from a computer is called:
a. Copy c. Hard Copy
b. Soft Copy d. Paper
- Q4. Which of the following is anti-virus software?
a. Scanner c. Worm
b. Avast d. None of the above
- Q5. In the context of computer network, WAN is the abbreviation of:
a. World analog Network. c. Whole area Network
b. Wide area network d. None of the above
- Q6. A computer program that converts assembly language to machine language is
a. Compiler c. Assembler
b. Interpreter d. All of the above
- Q7. A procedure is used to enter and find the data in real time.
a. OLAP c. Roster
b. OLTP d. DSS
- Q8. Which of the following has the latest integration of information system?
a. Manufacturing resource planning c. Web-integrated resource planning
b. Material resource planning d. Enterprise resource planning
- Q9. Which of the following describes an ERP system?
a. ERP systems provide a foundation for collaboration between departments
b. ERP systems enable people in different business areas to communicate
c. ERP systems have been widely adopted in large organizations to store critical knowledge used to make the decisions that drive the organization's performance
d. All of the above
- Q10. CRM technology can help in:
a. Designing direct marketing efforts c. Processing transactions faster
b. Developing new pricing models d. All of the above
- Q11. The components of a distributed system are connected by a:
a. Communication connector c. Network
b. Multiplexer d. Switch
- Q12. Computers can exchange the information by using protocol.
a. Computer protocol c. Internet Protocol
b. WAN protocol d. HTML protocol
- Q13. Vector and Raster are data types of:
a. Computer c. Telecommunication
b. Geographic Information System d. None of the above
- Q14. Which of the following is an example of packaged software?
a. MS office c. Opera
b. Linux d. Currency converter
- Q15. Third generation computer used as the chip components to process data.
a. Transistor c. Integrated circuit
b. Micro-processor d. Vacuum tube

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

SECTION B: SHORT ANSWER QUESTIONS (8 × 5 = 40 MARKS)

Answer any EIGHT questions:

- | | |
|---|-----|
| Q1. Define computer memory. Describe the uses of secondary memory. | 1+4 |
| Q2. Explain the main components of a processor illustrating their functions. | 5 |
| Q3. Discuss about software development life cycle. | 5 |
| Q4. What is compiler? What does it do? | 2+3 |
| Q5. Define network computing? Explain any four advantage of network computing. | 1+4 |
| Q6. What is centralized data processing system? Describe its importance in the banks. | 2+3 |
| Q7. What is domain name and how it is differ from Internet Protocol address? | 2+3 |
| Q8. What is GIS system? Describe the types of data of GIS. | 2+3 |
| Q9. Define data warehouse. Explain the use of data warehouse in online business. | 2+3 |
| Q10. Explain the connection between ERP and MRP system. | 5 |

SECTION C: LONG ANSWER QUESTIONS (3 × 10 = 30 MARKS)

Answer any THREE questions:

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|--|-----|
| Q.11. Explain the roles of internet and WWW in the development and uses of computer. | 10 |
| Q.12. Write the name of the components of computer and explain any four. | 2+8 |
| Q.13. Explain the various SDLC phases with the help of a diagram. | 10 |
| Q.14. List down the different generation of computers and describe each of them in brief. | 10 |
| Q.15. The amount of information stored in the corporate database is often so vast that it is meaningless to managers". What kind of systems an organization can use to make this information meaningful to make decision for managers? | 10 |

SECTION D: CASE STUDY (15 MARKS)

Q16. Read a case given below and answer the following questions:

Development of Wicker.com.

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 was the specific model of wicker? Explain the strategy of the company applied to establish in Indian market. 2+8
- b) Describe the possibility of the online grocery business in Nepali market, with suitable reason. 5

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