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Code No. : 12971

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B.B.A. (CBCS) DEGREE EXAMINATION, APRIL 2018.

Fourth Semester

Business Administration — Allied

COMPUTER APPLICATION IN BUSINESS

(For those who joined in July 2016 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. Characteristics of computer is or are _____
(a) speed (b) accuracy
(c) storage capacity (d) all these above
2. To change only this occurrence of the word click _____
(a) change (b) change all
(c) ignore (d) add

3. _____ is an single spread sheet contains cells organised rows and columns.
(a) Workbook (b) Worksheet
(c) Excel work sheet (d) Excel
4. A common and easy way to generate VBA code is using the _____ recorder.
(a) Micro (b) Macro
(c) Visual basic (d) Word
5. Presentation program is a software package used to display information in the form of a _____.
(a) slide show (b) talk page
(c) slider projector (d) film recorder
6. Slide sorter view gives a view of slides in _____ form.
(a) Thumbnail
(b) Slide Pane
(c) Outline
(d) None of these above

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7. A database is an organised collection of —————

- (a) data (b) information
- (c) schemas (d) tables

8. Microsoft Access is a ————— management system.

- (a) Engine (b) Database
- (c) Sources (d) Connectivity

9. ————— is the global system of interconnected computer networks.

- (a) mail (b) file sharing
- (c) internet (d) mobile

10. Embedded ————— permit users to navigate between web pages.

- (a) hyperlinks
- (b) web browser
- (c) multimedia
- (d) web side

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

Answer should not exceed 250 words.

11. (a) Explain the components of word window.

Or

(b) Differentiate first and fifth generation computer.

12. (a) State the MS Excel window parts.

Or

(b) Difference between MS Excel worksheet and workbook.

13. (a) What are the uses of power point?

Or

(b) How do you start MS power point?

14. (a) What is the uses of MS access?

Or

(b) How do you create a new table in MS access?



15. (a) Explain the procedure for creating a E-mail Id.

Or

- (b) What are the advantages of E-Commerce?

PART C — (5 × 8 = 40 marks)

Answer ALL questions choosing either (a) or (b).

Answer should not exceed 600 words.

16. (a) Discuss about hardware and software.

Or

- (b) State the note on generation of computers.

17. (a) How do you use MS Excel? Explain.

Or

- (b) State the features of MS Excel.

18. (a) Discuss the procedures of MS power point-presentation.

Or

- (b) What are features of MS power point? Explain them.

19. (a) Explain the uses of MS access.

Or

- (b) Discuss the special features of MS access.

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20. (a) Explain the meaning of E-Commerce. Give the classification of E-Commerce.

Or

- (b) Highlight the most effective methods of web advertising.

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