

(6 pages)

Reg. No. :

Code No. : 12693

Sub. Code : GAOB 41

B.B.A. (CBCS) DEGREE EXAMINATION, APRIL 2017.

Fourth Semester

Business Administration — Allied

FUNDAMENTALS OF COMPUTER
FOR BUSINESS – II

(For those who joined in July 2012 – 2015)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. The popular spread sheet package is
 - (a) Lotus 1-2-3
 - (b) Quatra pro
 - (c) MS-Excel
 - (d) All the above
2. OLE means
 - (a) Orientation Linking and Embedding
 - (b) Object Linking and Embedding
 - (c) Organisation Linked Element
 - (d) Office Linking and Enabling

3. The _____ controls text characteristics in power point.
 - (a) Title master
 - (b) Slide master
 - (c) Handout master
 - (d) Notes master
4. _____ presentation opens a presentation with no elements or design back ground in place.
 - (a) Open
 - (b) Existing
 - (c) Plain
 - (d) Blank
5. A _____ stores data in the format of rows and columns.
 - (a) Table
 - (b) Form
 - (c) Macro
 - (d) Report
6. Design view is used to create a
 - (a) Field
 - (b) Table
 - (c) Row
 - (d) Column
7. The exchange of transaction data between business partners in a standardized electronic format is called
 - (a) Electronic Data Exchange
 - (b) Electronic Data Interchange
 - (c) Electronic Commerce Communication
 - (d) Electronic Commerce

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8. JIT denotes

- (a) Just in Time (b) Join in Time
(c) Jump in Time (d) Jostle in time

9. Pareto's principle of _____ is applicable to the management of enterprise.

- (a) 50:50 (b) 60:40
(c) 80:20 (d) 20:80

10. ERP means

- (a) Elementary Resource Planning
(b) Enhanced Resource Planning
(c) Enterprise Resource Planning
(d) Essential Resource Planning

PART B — (5 × 5 = 25 marks)

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

Answer should not exceed 250 words.

11. (a) What are the Elements of MS-Excel?

Or

(b) Explain the types of Data.

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12. (a) Distinguish between presentation and document.

Or

(b) What are the steps in opening a power point presentation?

13. (a) Explain the features of Microsoft Access.

Or

(b) Explain the concept of data base.

14. (a) Explain the application of E-Commerce in Direct Marketing and Selling.

Or

(b) Write a note on Impact of E-Commerce.

15. (a) Write a note on Transaction Processing System.

Or

(b) Explain the various types of Information.

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PART C — (5 × 8 = 40 marks)

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

Answer should not exceed 600 words.

16. (a) Describe the features of Excel.

Or

- (b) Explain the steps in entering data, text and numbers in Excel.

17. (a) Explain the steps to create a Document in Power Point Presentation.

Or

- (b) Explain the steps to create a presentation using Design Template.

18. (a) Explain the procedure for creating a document in MS-Access.

Or

- (b) Explain the steps to create table by using MS-Excel.

19. (a) Explain the major classifications in Electronic Communication.

Or

- (b) Explain the features and importance of Supply Chain Management.

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20. (a) Discuss the characteristics of MIS.

Or

- (b) Explain the role of computers in modern management.

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