709 (ITM)

[18–HRGPKAC–M1S (N)]

MBA 1st Semester (New Course) Exam., 2018

INFORMATION TECHNOLOGY IN MANAGEMENT

[PGDBM/MBA (S1) 04]

Full Marks : 80

Time : 3 hours

The figures in the margin indicate full marks for the questions

1. *(a)* Answer the following questions : 1×8=8

(i) Who had designed difference engine?

(ii) Write the binary equivalent of $(76)_{10}$.

(iii) Give two examples of single-user operating system.

(iv) Which memory is said to be volatile and why?

(v) Name the three views of a PowerPoint presentation.

(vi) Give the name of three different areas of intellectual property protection.

(vii) Give two uses of mainframe computers.

(viii) Write two applications of supercomputer.

(b) Choose the correct option : 1×4=4

(i) Dial-up connections transfer data over

(1) analog line

(2) digital line

(3) Both analog and digital lines

(4) None of the above

(ii) Patents are for

(1) 25 years

(2) 50 years

(3) 20 years

(4) 40 years

(iii) Stored-program technique introduced by

(1) Herman Hollerith

(2) Charles Babbage

(3) John von Neumann

(4) Dennis Ritchie

(iv) Integrated circuits were introduced in

(1) first-generation computers

(2) second-generation computers

(3) third-generation computers

(4) fourth-generation computers

(c) Fill in the blanks : 1×4=4

(i) The Computer Software Copyright Act was passed in _____.

(ii) An IPv4 address is _____ bytes long.

(iii) _____ are system software that helps the computer to control a peripheral device.

(iv) Pressing _____ and _____ keys simultaneously, we can get a blank document in MS-Word.

2. Answer any *five* questions from the following : 2×5=10

(a) Define active and passive attack.

(b) Differentiate between viruses and worms.

(c) What is enterprise resource planning (ERP)?

(d) Write the steps to import a datasheet in a presentation.

(e) What are the uses of Autofill feature of MS-Excel?

(f) How is business software classified? Give examples of each of these categories.

3. Answer any *four* questions from the following : 3×4=12

(a) What is trademark? What are the purposes of trademark?

(b) Name the three categories of Web pages and give a brief introduction of them.

(c) Write the steps for inserting headers and footers in an MS-Word document. What is the basic difference between 'save' and 'save as' command?

(d) Differentiate between relative cell addressing and absolute cell addressing taking appropriate example in Excel.

(e) Give the application of spreadsheet package and presentation software. Give examples of each of these packages.

4. Answer any *three* questions from the following : 6×3=18

(a) Give the use of following functions in Excel with syntax and example :

if( ), sumif( ), sum( ), upper( ), count( ), average( )

(b) Define primary and secondary memory. Give a brief description of cache and virtual memory with their applications.

(c) Define Total Quality Management (TQM). Give the definition of 'management', 'information' and 'system' in terms of MIS (Management Information System).

(d) Define the terms 'database' and 'DBMS'. Give three examples of DBMS package. Write the uses of spreadsheet package, presentation software and educational simulation software.

5. Answer any *three* questions from the following : 8×3=24

(a) Give the basic characteristics of the following :

(i) Copyright material

(ii) Licensed software

(iii) Public domain software

(iv) Shareware

(b) Explain how mail merge is useful and efficient. Also write the steps involved in mail marge process.

(c) Discuss briefly the important features of various generations of computers and give examples of computers of each generation.

(d) *(i)* Write four important features of Random Access Memory (RAM).

(ii) What is patent? What are the different types of patent? Give examples. 4+4=8

★★★