

KNT/KW/16/4342

**Bachelor of Business Administration (BBA) Semester–I (C.B.C.S.) Examination****COMPUTER APPLICATION FOR BUSINESS****Compulsory Paper–3**

Time : Three Hours]

[Maximum Marks : 80

**N.B. :—** (1) All questions are compulsory and carry equal marks.

(2) Draw labelled diagrams wherever necessary.

**EITHER**

1. (a) Define the term ‘Generation’. Discuss various generation of computer. 8
- (b) What is flowchart ? Draw various symbols used in it with its meaning and purpose. 8

**OR**

- (c) Discuss block diagram of computer in detail. 8
- (d) What is network ? Explain various network topology. 8

**EITHER**

2. (a) What is mail-merge ? Explain. 8
- (b) Briefly explain steps for creating a PowerPoint presentation. 8

**OR**

- (c) Explain Edit menu in MS-Word. 8
- (d) Write down features and uses of MS-Excel. 8

**EITHER**

3. (a) Discuss the concept of M-Commerce. 8
- (b) Write brief notes on any five HTML tags. 8

**OR**

- (c) What are different list tags available in HTML ? Explain each. 8
- (d) What is HTML ? Write down advantages and disadvantages. 8

**EITHER**

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|----|-----|--|---|
| 4. | (a) | Discuss business strategy and its operation. | 8 |
|    | (b) | Explain BPR in detail.                       | 8 |

**OR**

- |    |     |   |   |
|----|-----|---|---|
|    | (c) | Discuss third party BPO.                          | 8 |
|    | (d) | Discuss the concept of domain knowledge in brief. | 8 |
| 5. | (a) | Write down features of window OS.                 | 4 |
|    | (b) | What is internet ? Discuss its advantages.        | 4 |
|    | (c) | Discuss the concept of e-learning.                | 4 |
|    | (d) | What is Reengineering ? Explain.                  | 4 |

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