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Register Number:

6705

Name of the Candidate:

M.B.A. DEGREE EXAMINATION, 2011
(CUSTOMER RELATIONSHIP MANAGEMENT)
(FIRST YEAR)
(PAPER-VII)

170. COMPUTER APPLICATIONS IN MANAGEMENT

Dec.)

Maximum: 75 Marks

(Time: 3 Hours)

SECTION-A

(5×3=15)

All questions carry equal marks

1. Write short notes on any FIVE
 - a) Functions of memory
 - b) LAN and WAN
 - c) Components of MIS
 - d) Internet Protocol
 - e) Hardware and software
 - f) Open and closed systems
 - g) Communication catalyst
 - h) Enterprise resource planning

SECTION-B

(3×10=30)

Answer any THREE questions
All questions carry equal marks

2. What are the components of a computer? Explain.
3. How to send and read e-mails? Explain.
4. Explain the role of MIS in business organization.
5. Discuss about the evolution of E-business and the value of chain activities.
6. Describe the benefits of an ERP system.

SECTION-C

(1×15=15)

Answer any ONE question

7. Discuss about the World Wide Web
8. Describe the information requirements at the various levels of management.
9. Explain the types of systems.

(1×15=15)

(Compulsory)

10. Explain the following :

- i) Process modeling for ERP ii) Role of an ERP consultant

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