

Total No. of Questions—5]

[Total No. of Printed Pages—2

Seat No.	
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B.B.A. (Sem. III) EXAMINATION, 2017

306 : INFORMATION TECHNOLOGY IN MANAGEMENT

(2013 PATTERN)

Time : Three Hours

Maximum Marks : 80

N.B. :— (i) All questions are compulsory.

(ii) Figures to the right indicate full marks.

1. What are the types of computers ? Explain in detail. [15]

Or

Explain computer memory in detail.

2. What is DBMS ? Explain in detail structure of DBMS with suitable diagram. [15]

Or

Enlist the problems in traditional file processing and compare traditional file system and DBMS.

3. What is Computer Network ? Explain basic components of network with their advantages. [15]

Or

Explain use of social networks in business.

P.T.O.

4. Explain in detail management issues and decisions. [15]

Or

What is meant by change management ? Explain the causes of implementation, success and failure of its.

5. Write short notes on the following (any *four*) : [20]

- (a) Project management objectives
- (b) Types of network
- (c) Data transmission media
- (d) ICT applications
- (e) Types of softwares
- (f) Internet.