

Dec 2014

Master of Business Administration (MBA) Examination

1 Semester

IT and E-Business Fundamentals

Time 3 Hours] [Max. Marks 50

Note : Attempt any five questions. All questions carry equal marks.

1. (a) Convert the number 9B8C5 to Binary.
(b) Discuss the importance of the internet in today's business world.
2. Compare the features of Windows XP with UNIX.
3. What is a Database Management System ? Discuss its role in an enterprise.
4. Write short notes on any two of the following :
 - (a) Secondary Memory.
 - (b) Types of Internet Connections.
 - (c) Macros.
 - (d) How to make some text BOLD in MS-Word or MS-Power Point ? (Mention all possible options)
5. Write short notes on any two of the following :
 - (a) SSL.
 - (b) Digital Certificate.
 - (c) Firewall.
 - (d) Web Portal.
6. Describe the various Business Models In e-Business, with suitable examples from Websites.
7. Explain the utility and the key features of EDI.
8. (a) Discuss the concept of "Online Marketing".
(b) Highlight the benefits and the methodology of Search Engine Optimisation.