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Register Number:

6796

Name of the Candidate:

M.B.A., DEGREE EXAMINATION – 2012**(RETAIL MANAGEMENT)****(FIRST YEAR)/(PAPER-IV)****140. COMPUTER IN RETAIL MANAGEMENT***December)*

Maximum: 75 Marks

*(Time: 3 Hours)***SECTION - A****Answer any FIVE questions****All questions carry equal marks****(5×3=15)**

1. Define Management Information System.
2. What is database?
3. What is an Internal Report System?
4. State any three differences between hardware and software.
5. What is Intranet?
6. What is Strategic Planning System?
7. Who is a communication catalyst?
8. What is data visibility?

SECTION-B**Answer any THREE questions****All questions carry equal marks****(3×10=30)**

9. Bring out the objectives of MIS.
10. How to edit the records in Ms-Access?
11. What are the advantages of Wide Area Network (WAN)?
12. State the steps in managing centralised database.
13. Write about Internet Addressing.

SECTION-C**Answer any TWO questions****All questions carry equal marks****(2×15=30)**

14. Explain the different areas of computer application in business.
15. Discuss the various types of queries in MS-Access.
16. Describe the pitfalls of e-tailing (e-retailing).
17. Explain the various channels of E-Commerce.
