

MASTER OF BUSINESS ADMINISTRATION (CBCS - 2020 COURSE)
M.B.A Sem-IV :SUMMER- 2022
SUBJECT : USE OF INFORMATION TECHNOLOGY IN AGRIBUSINESS
MANAGEMENT

Day : Wednesday

Time : 02:00 PM-04:00 PM

Date : 22-06-2022

S-22826-2022

Max. Marks : 50

N.B.

- 1) Attempt any **THREE** questions from Section – **I** and any **TWO** from Section – **II**.
 - 2) Figures to the right indicate **FULL** marks.
 - 3) Both sections should be written in **SAME** answer book. .
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SECTION - I

- Q.1** List and explain the functional units of the computer system. **(10)**
- Q.2** Explain the classification of operating system in detail. **(10)**
- Q.3** Illustrate with examples types of E – commerce and their utilities. **(10)**
- Q.4** Explain framework of Business Intelligence.
- Q.5** Write short notes on any **TWO** of the following **(10)**
- a) Roles of people in Knowledge Management
 - b) Benefits of ERP (Enterprise Resource planning)
 - c) Significance of CRM (Customer Relationship Management)
 - d) Geographical Information Systems.

SECTION - II

- Q.6** In today's business organizations discuss the strategic importance of Management Information Systems. **(10)**
- Q.7** Explain the concept of Real time business Intelligence. Discuss its example with reference to Agribusiness Management. **(10)**
- Q.8** List the features of MS Word, MS Excel and MS Power Point in detail. **(10)**

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