



**V Semester B.B.A. Examination, February/March 2024
(NEP) (Freshers)**

BUSINESS ADMINISTRATION

Paper – 5.6 : Information Technology for Business

Max. Marks : 60

Instruction : Answer should be written completely in **English**.

SECTION – A

1. Answer **any six** sub-questions of the following. **Each** carries 2 marks. **(6×2=12)**

- a) Define Information system.
- b) Give any two applications of DBMS.
- c) Define Cloud Computing.
- d) Give the meaning of Machine Learning.
- e) Define Green Marketing.
- f) What is Expert System ?
- g) What is data warehousing ?
- h) Define Data Mining.

SECTION – B

Answer **any 3** of the following. **Each** carries 4 marks.

(3×4=12)

2. Explain the role of Internet of Things in smart Environment.
3. Analyse the Applications of Machine Learning.
4. Explain the Applications of Data Base Management System.
5. Discuss the features of Transaction Processing System.
6. Discuss the key features of Cloud Computing.



SECTION – C

Answer any three of the following. Each carries 12 marks.

(3×12=36)

7. Explain the Applications of NPV, PMT and IRR in financial analysis.
 8. Give brief note on :
 - a) Internet of Things.
 - b) Artificial Intelligence.
 9. Explain advantages and impact of Information Technology on Business Processes.
 10. Explain the types of Data Base Models.
 11. Explain the fundamental features of Microsoft Excel.
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