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UG/1st Sem/MNGT(H)/T/19

2019

B. Com.

1st Semester Examination

**MARKETING MANAGEMENT**  
(Honours)

Paper : C 2-T

Full Marks : 40

Time : 2 Hours

*The figures in the margin indicate full marks.*

*Candidates are required to give their answers in their own words as far as practicable.*

**Group-A**

1. Answer any *five* questions. 5×2=10

(a) What is meant by office automation ?

(b) What is clipart ?

(c) Define database.

[ Turn Over ]

- (d) Why web browsers are used ? Give two examples of web browser.
- (e) What is the maximum number of rows and columns that is there in a single MS-Excel worksheet ?
- (f) What is HTML ?
- (g) What is Windows explorer ?

**Group-B**

2. Answer any *four* questions. 4×5=20

- (a) Give examples of four in-built functions from at least two different categories in MS-Excel. Why they are used ? 5
- (b) Write a short note on various page layout options available in MS-Word. 5
- (c) List the steps to create a power point presentation. 5
- (d) Define DDL and DML.  $2\frac{1}{2}+2\frac{1}{2}$
- (e) Explain the functions of a router and a switch.  $2\frac{1}{2}+2\frac{1}{2}$

- (f) With a suitable diagram describe the working mechanism of FTP. 5

**Group-C**

3. Answer any *one* question. 1×10=10

(a) What is mail merge ? With a suitable example, write the steps for mail merge in MS-Word.

(b) Write Short Notes (*any four*). 4×2½=10

(i) WWW

(ii) Animations in MS-Powerpoint

(iii) Database models

(iv) Telnet

(v) Usenet

(vi) SQL

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