TIME -2:30 HRS   **MARKS   -75**

Instructions: 1.All questions are compulsory
          2. Question No 1 to Question No 5 carry 15 marks each.
          3. All the questions have internal options.

Q1.   A.   Multiple Choice Question (Any 8)   **(8)**

1.   _____ calculates the interest amount paid on a
loan in a specific month.
a. PMT()   b. PPMT()   c. IPMT()
d. FVSCHEDULE()

2.   _____ is a type of Database Model.
a. Flat file Database   b. RDBMS   c. Both a and b
d. None of these

3.   In an Employee details database table, _____
field can be the primary key
a. Name   b. Phone Number   c. Employee Id
d. Date of joining

4.   _____is a field/column or a (combined) group
of fields/columns which create a unique identification for
each record/row in the table.
a. Foreign key   b.   Primary key c. Control Key
d. Data key

5.   ERP stands for _____ resource planning.
a. Enterprise   b. Event   c. Environment
d. Evaluate

6.   Features of CRM software include
a.   Marketing Automation
b.   Sales force Automation
c.   Geolocation Technology
d.   All of these

7.   _____ is the last stage of SCM.
a.   Develop   b. Plan   c. Deliver   d. Return

8. ATM stands for _____
   a. Automated Teller Machine
   b. Asynchronous Teller machine
   c. Automated Test Machine   d. None of these

9. _____ can be done through E-banking.
   a. Bill payments   b. Fund Transfer   c. Investing
   d. All of these

10. The two variants of ECS are ECS- Debit and ECS-
   _____
   a. Cash   b. Credit   c. Repeat   d. Auto

Q1. B. State true or false (Any 7)   **(7)**
   1. Today() function of MS Excel displays current system date.
   2. Conditional formatting has rules limited to only numerical data
   3. Implementation of DBMS is Expensive.
   4. PMT() calculates the interest paid on a loan.
   5. Data Warehousing is a part of CRM
   6. Develop is the first phase of SCM
   7. CRM systems are designed to compile information on customers across different channels and points of contact.
   8. Debit Card is like a post paid service.
   9. Position Trading is where the corresponding securities are bought and sold on the same day
   10. E-Banking is not secure at all.

Q2. A. Explain the following functions used in MS Excel with syntax and example   **(15)**
   1. SUM()   2. IF()   3. PMT()   4. VLOOKUP()
   5. AVERAGE()

OR

B. Explain any 3 mathematical functions, any 3 text functions and any 2 financial functions used in MS Excel with syntax and example.   **(15)**

Q3. A. What is ERP? List its functions and benefits?   **(15)**

OR

B. Explain any two database models.   **(8)**
C. Explain any two types of relationships in RDBMS with example.   **(7)**

Q4. **A.** What is CRM and common feature of CRM software? **(15)**
Explain SFA (sales Force Automation) main services?

<div align="center">OR</div>

C. What is ECS? Explain its variants. **(8)**
D. What are the advantages of using EDI? **(7)**

Q5. **A.** List the tangible benefits of ERP software. **(8)**
B. What are the disadvantages of online trading? **(7)**

<div align="center">OR</div>

C. **Write short notes on: (Any 3)** **(15)**
1. Macros in MS Excel
2. Network Database Model
3. CRM
4. EDI
5. Smart Cards for electronic payment

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