

**APPEARANCE OF MOBILE PHONE(S) / SMART DEVICE(S) SUBJECT TO CONSIDERED AS AN  
ACT OF CHEATING**

College Name: \_\_\_\_\_

Student Name: \_\_\_\_\_ Seat No: \_\_\_\_\_

Copy No: \_\_\_\_\_

**KARACHI UNIVERSITY BUSINESS SCHOOL  
UNIVERSITY OF KARACHI  
FINAL EXAMINATION JUNE 2015; AFFILIATED COLLEGE  
COMPUTER APPLICATION TO BUSINESS; BA (M)-512 (PART B)  
MBA-II**

**Date: June 25, 2015**

**Max Time: 2 Hrs**

**Max Marks: 30**

**INSTRUCTIONS:**

- 1. Attempt any 4 questions. Do not write anything on the question paper.**
- 2. Mobile phones or any other communicating device will not be allowed in the examination room. Students will have to remove the batteries of these devices before entering the examination hall.**

- Q.1 Explain and Illustrate how does Electronic Fund Interchange (EDI) works in e-Commerce, enlist potential advantages and disadvantages of EDI.
- Q.2 Briefly explain the role of computer technology in workflow management regarding Client Profile management, Sales tracking and Vender management.
- Q.3 What are the impacts of e-Commerce on business? Also explain the functionality of B2B, G2S and S2S e-Commerce Model with suitable examples.
- Q.4 a) Describe how does Computers used for tactical activities in Organizations.  
b) Illustrate how does intranet works? Enlist advantages of Intranet.
- Q.5 Describe how does following computer technological tools benefits business productivity:
- a) E-Marketing
  - b) Advance functions of Power point software
  - c) Excel is used for financial modeling

**END OF SUBJECTIVE PAPER**