

College Name: _____

Student Name: _____ Seat No: _____

Copy No: _____

**KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI
FINAL EXAMINATION JUNE 2016; AFFILIATED COLLEGES
COMPUTER APPLICATION TO BUSINESS; BA (M)-512
MBA – II**

Date: July 21, 2016

Max Time: 1.5 Hrs

Max Marks: 30

INSTRUCTIONS:

- 1. Attempt any 3 questions. Do not write anything on the question paper.**
- 2. Mobile phone(s) 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.**

- Q1 a) Write down the reasons why Electronic Data Interchange (EDI) is used in B2B e-Commerce?
- Q1 b) Describe the major E-Commerce application models with business reference and examples
- Q2 What is meant by cyberspace? Explain the role of cyberspace in the modern office automation?
- Q3 a) Describe how MS-Excel is used in financial modeling? Illustrate at least five potential features of each with examples
- Q3 b) Enlist the special features of presentation program (PPT) that are being used in professional environment
- Q4 Write down brief notes on any three of the following with examples:
- a) E- Marketing
 - b) Payment Gateway
 - c) Software as a Service (SaaS)
 - d) Electronic Funds Transfer System
 - e) Search Engine Optimization (SEO)
- Q5 Differentiate distinguishing points between any Three of the following:
- a) Website and Web Portal
 - b) Web Server and Application Server
 - c) P2P System and S2S System
 - d) Client Machine and Server Machine

END OF SUBJECTIVE PAPER