



MALINI KISHORE SANGHVI COLLEGE OF COMMERCE & ECONOMICS
CLASS: S.Y.B.I.M (SEM III)
SUBJECT: INFORMATION TECHNOLOGY IN INVESTMENT MANAGEMENT - I
TIME: 2Hrs & 30 Min
Marks: 75

Q.1 Answer the following:

A) Multiple choice question (Any 8):

(8 M)

1. A _____ is a self-replicating program whose main purpose is to propagate itself to as many unusual places as possible
a) Virus b) Trojan Horse c) Logic bomb d) Phishing
2. _____ is the most common protocol for transferring files between computers via the Internet.
a) HTTP b) HTML c) URL d) FTP
3. _____ includes forecasting, recording sales, processing, and keeping a track of the potential interactions.
a) Customer Service b) Lead Management
c) Work force automation d) Sales force automation
4. _____ helps to efficiently plan production based on materials, labour, and machinery.
a) MRP b) CRM c) SFA d) SCM
5. Which of following is not type of EFT.
a) ECS b) ATM c) NEFT d) Smart Card
6. _____ is an instant real-time inter-bank electronic funds transfer system in India.
a) ECS b) ATM c) IMPS d) IMAP
7. _____ payments made between two merchants for goods or services
a) B2B b) B2C c) P2P d) C2C
8. In a bakery if we want to find how many times chocolate cake has been sold from given data, which function will be used?
a) Average b) count c) countif d) sumif
- 9) Which formula will automatically capitalize the first alphabets of a word?
a) Capital() b) Upper() c) Proper() d) Lower()
- 10) Which area under Pivot table fields provides arithmetic calculation? _____
a) Filters b) Columns c) Rows d) Values

B) State whether the following statement are True/False (Any 7):

(7 M)

1. B2C stands for business to customer.
2. Media convergence includes text.
3. Slicer acts a filter in Pivot table.
4. ACT stands for System electronic transaction.
5. COUNTIFS apply multiple criteria to the cell range.
6. Report filter is a part of pivot table.
7. Debit card contain micro-chip.
8. COUNT and COUNTIFF are same.
9. CRM stands for Consumer Relationship Management.
10. Debit cards are functionally called electronic chips.

Q.2 Answer the following:

A) Describe various components of E-Commerce. (15 M)

OR

B) Explain the components and network access equipment of I way. (15 M)

Q.3 Answer the following:

A) What is MIS? Describe the various management system supported by MIS (8 M)

B) Advantages of CRM (7 M)

OR

C) Describe the Need of ERP (8 M)

D) Describe CRM and advantages of CRM software (7 M)

Q.4 Answer the following:

A) What is Agile wallet? Explain how it is used on smart phones. (8 M)

B) What is Credit Cards? Describe the structure and payment system of credit c (7 M)

OR

C) Describe the types of E-Commerce transaction and the payment system used (8 M)

D) What is Smart Cards? Describe the structure and payment system of smart card. (7 M)

Q5 Answer the following:

A) Describe the steps in creating recording and executing VB Macro in excel. (8 M)

B) LOOKUP, VLOOKUP, HLOOKUP in Excel (7 M)

OR

C) Write Short Notes on: (Any 3) (15 M)

1) SET

2) Charts in Excel

3) FV and PV functions in excel

4) Pivot tables

5) Logical functions