

**DCHN-02**

December - Examination 2015

**DCHN Examination****Fundamental of Computer and Management****Paper - DCHN-02****Time : 3 Hours ]****[ Max. Marks :- 100**

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**Note:** The question paper is divided into three sections A, B and C. Write answers as per given instructions.

**Section - A**

10 x 2 = 20

(Very Short Answer Questions)

**Note:** Answer **all** questions. As per the nature of the question delimit your answer in one word, one sentence or maximum upto 30 words. Each question carries 2 marks.

- 1) (i) Define marketing.
- (ii) What do you understand by BIOS and POST?
- (iii) What is full form of EEPROM?
- (iv) Which memory is the only one directly accessible to CPU?
- (v) What do you mean by semiconductor storage?

- (vi) What is formatting toolbar in MS-Excel?
- (vii) What is meant by marketing mix?
- (viii) What is the process of communication?
- (ix) What is informal communication?
- (x) Give the classification of accounts.

### **Section - B**

4 x 10 = 40

#### (Short Answer Questions)

**Note:** Answer any **four** questions. Each answer should not exceed 200 words. Each question carries 10 marks.

- 2) Describe database management software and its applications.
- 3) What are the different methods or media of communication?
- 4) Write short note on Booting process.
- 5) Identify 'noises' in the communication. What are the barriers of communication? How the barriers can be removed?
- 6) What is meant by creating of powerpoint presentation?
- 7) Write down about the basic difference between primary memory and secondary memory.
- 8) What is ledger and ledger pasting? Give one example of each.
- 9) Write five differences between traditional and modern marketing.

**Section - C**

2 x 20 = 40

(Long Answer Questions)

**Note:** Answer any **two** questions. You have to delimit your each answer maximum upto 500 words. Each question carries 20 marks.

- 10) Why we need operating systems in computers? Give some services provided by operating systems.
  - 11) Explain the evolution of marketing concept with an example.
  - 12) Explain meaning journalizing and their steps of formation.
  - 13) Explain secondary storage systems and their classifications.
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