

# Khandelwal Vaish Girls Institute of Technology

Internal Examination 2017 - 18

Accounting

MBA Semester I

Question Paper & Answer Key

MM: 30

Time : 02:30 hours

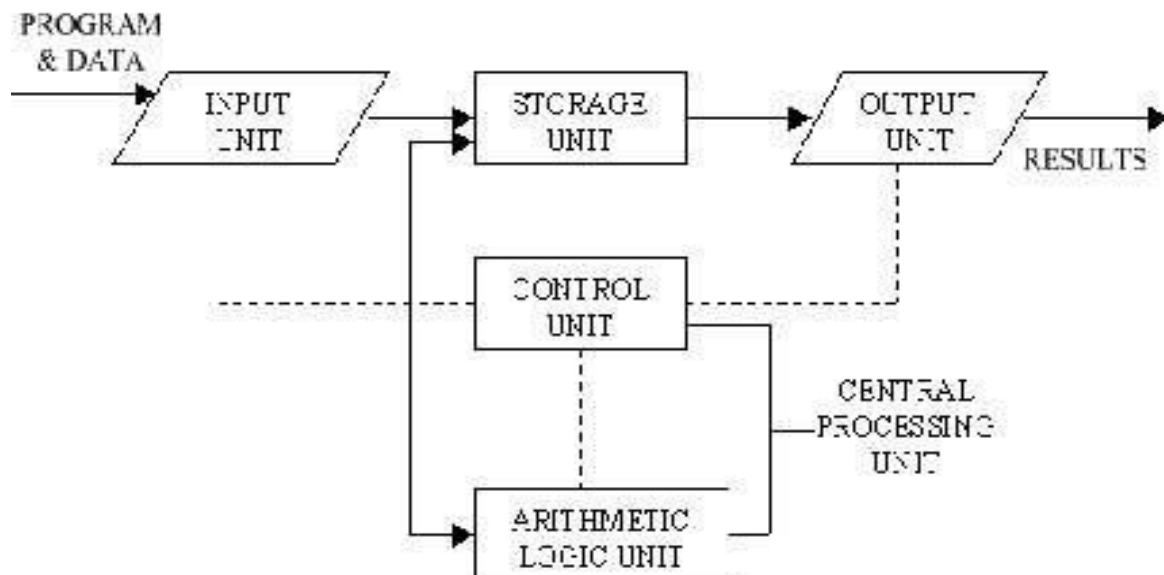
1. Write the characteristics, components and elements of computer. Explain central processing unit in detail. (4)

Ans. Computer is an advance electronic device that takes raw data as input from the user and processes, these data under the control of set of instruction and gives the result (output) and saves output for the future use. It can process both numerical and non-numerical (arithmetic and logical) calculations.

## Characteristics of Computer:

- **Speed:** In general, no human being can compete to solving the complex computation, faster than computer.
- **Accuracy:** Since Computer is programmed, so whatever input we give it gives result with accurately.
- **Storage:** Computer can store mass storage of data with appropriate format.
- **Diligence:** Computer can work for hours without any break and creating error.
- **Versatility:** We can use computer to perform completely different type of work at the same time.
- **Power of remembering:** It can remember data for us.
- **No IQ:** Computer does not work without instruction.
- **No feeling:** Computer does not have emotions, knowledge, experience, feeling.

## Components of Computer:



- **Input:** This is the process of entering data and programs in to the computer system. You should know that computer is an electronic machine like any other machine which takes as inputs raw data and performs some processing giving out processed data. Therefore, the input unit takes data from us to the computer in an organized manner for processing.
- **Storage:** The process of saving data and instructions permanently is known as storage. Data has to be fed into the system before the actual processing starts. It is because the processing speed of Central Processing Unit (CPU) is so fast that the data has to be provided to CPU with the same speed. Therefore the data is first stored in the storage unit for faster access and processing. This storage unit or the primary storage of the computer system is designed to do the above functionality. It provides space for storing data and instructions.
- **Central Processing Unit (CPU) :** It is heart and mind of the computer without this unit computer unable to process.
- **Hardware:** Electronic devices used to build up the computer such as motherboard, hard disk drives, memory devices etc. A hardware in a computer system is anything that can be touched.
- **Software:** Software Programs that use the hardware to do tasks such as operating system software, application software etc. There are various types of software to do various tasks.

**2. What do you mean by MS project? How project guide helps one? What are steps to set the file properties? (4)**

Ans. Project consists of a concrete and organized effort motivated by a perceived opportunity when facing a problem, a need, a desire or a source of discomfort (e.g., lack of proper ventilation in a building). It seeks the realization of a unique and innovative deliverable, such as a product, a service, a process, or in some cases, a scientific research. Each project has a beginning and an end, and as such is considered a closed dynamic system. It is developed along the 4 Ps of project management: Plan, Processes, People, and Power (e.g., line of authority). It is bound by the triple constraints that are calendar, costs and norms of quality, each of which can be determined and measured objectively along the project lifecycle. Each project produces some level of formal documentation, the deliverable(s), and some impacts, which can be positive and/or negative.

Project objectives define target status at the end of the project, reaching of which is considered necessary for the achievement of planned benefits.

- Specific
- Measurable (or at least evaluable) achievement
- Achievable (recently Agreed to or Acceptable are used regularly as well)
- Realistic (given the current state of organizational resources)
- Time terminated (bounded)

The evaluation (measurement) occurs at the project closure. However a continuous guard on the project progress should be kept by monitoring and evaluating. Note that SMART is best applied for incremental-type innovation project. For radical-type projects it does not apply so well. Goals for such projects tend to be broad, qualitative, stretch/unrealistic and success will be driven.

**Setting project properties:** First, let's look at setting project properties. These properties are a place to store metadata about your project such as title, subject, author, company, keywords, and descriptions of your project. These properties can be useful when searching for your project or for reference purposes when you or someone else revisits this project file months or years from now. To set these properties, complete these steps:

- Click the **File** tab, and then, with **Info** selected on the left side of the Project window, click **Project Information** on the right side of the window.
- Click **Advanced Properties**.
- On the **Summary** tab, provide whatever data is most appropriate in your organization. You can choose to include a **Title, Subject, Author, Manager, Company**, and other relevant metadata for your project.
- On the **Custom** tab, you can include additional project properties by choosing a property **Name**, the data **Type** for the property, and the **Value** for the property. When all three of these fields are completed, click **Add** to add the property to your project.

3. **What is the role of Intranet? What are the business values of Intranet? Also discuss the advantage and disadvantages of intranet.** (4)

Ans. An intranet is an internal network that only authorized users, typically employees and access. It uses Internet technology and offers similar business benefits. Organizations use intranets to distribute or share information, deploy business applications, support collaboration and project management, simplify internal communications and streamline business processes.

An Intranet is a company-specific network that uses software programs based on the Internet TCP/IP protocol and common Internet user interfaces such as the web browser.

Simply put, an Intranet is the application of Internet technologies within an organization private LAN or WAN network. The Intranet environment is completely owned by the enterprise and is generally not accessible from the Internet at large. Today, many Intranets are built around Web servers delivering HTML pages.

**The benefits of Intranets:**

- **Cross-platform:** Many corporate computing environments use different computing platforms. The capability to exchange information across platforms is crucial. The Intranet enables companies to unify communication within a multi-platform environment. Hence, companies can mix and match platforms as needed with no adverse effect on the overall environment. Within an Intranet, universal browsers such as Netscape Navigator and Microsoft Internet Explorer enable the users to perform the following tasks independent of the platforms used:
  - create, view and revise documents,
  - participate in discussions and news groups
  - interact with multimedia presentation
  - gain access to the Internet

- **Discourages grapevine:** Grapevine can be useful, it also leads to rumors, in the absence of information passed on through the formal communication network. When employees are misinformed, they become dissatisfied and de-motivated. Using the intranet as an official channel to post information for all employees to see discourages gossip and avoids creating a transparency gap.
- **Facilitates pre-meeting discussion** – The intranet may be used to discuss and debate ideas prior to a meeting, so that valuable meeting time is spent focusing only on relevant ideas.
- **Saves time** – The intranet is paperless communication and is therefore a big time saver. A lot of unnecessary time wasted on filling out forms, leave requests, supply orders, etc., can be saved by doing this through the intranet.
- **Is superior to email** – Sending some types of information through email can sometimes create confusion and information overload. Let us take the above example of the sales team making a presentation on how to increase sales. If five salespersons each have three different ways in which they could increase sales and start emailing multiple versions of their Power Point presentations for the VP to review, it could lead to disastrous results. Instead, they could work on a shared file, by using the intranet. A central location could be created for the most recent file.

#### **Disadvantages of Intranet:**

- **Getting started** – Building an intranet to your specifications can be expensive. A consultant may have to be hired to give it the desired look and feel and to make sure that it is user friendly and simple enough for all employees to use.
- **Developing and maintaining content** – Once it has been set up, someone has to be responsible for maintaining and updating the information on a continuous basis. In small organizations, it may be sufficient to appoint one person to do this. In larger organizations with multiple departments, it may be necessary to appoint several persons to maintain and update information for the different departments.
- **Training employees** – Once it has been set up, employees have to be familiarized and trained on how to use the intranet. This involves investment in time and money.
- **Convincing “old economy” employees** – Some employees may not be technology or computer savvy and may be reluctant to use the intranet to access information. Therefore, they may have to be convinced about the benefits of using the new technology.

#### **4. What is the need of AI in business? Differentiate natural intelligence and artificial intelligence. (3)**

Ans. A.I. is a broad topic, it ranges from your phones to the self driving cars . We can say that it is a computer program or all those stuffs which you use daily on your smart phones or tablets. Google Now, Cortana, Siri, Hound etc are some of the programmes that learns from you and tries

to help you out with your daily life. The program learns everyday from us, you will notice it while using your smart devices if you pay attention.

In Future, A.I. might change the world dramatically. Actually A.I. refers to all those things that are confusing. We use Artificial Intelligence all the time in our daily lives, but we often don't realize

### **Need of Artificial Intelligence**

The general benefit of artificial intelligence is that it replicates decisions and actions of humans without human shortcomings, such as fatigue, emotion and limited time. AI can also free people from repetitive tasks that can be easily done by machines. There are several examples and applications of artificial intelligence in use today: voice-controlled individual partners, robots, behavioral calculations, suggestive searches, autonomously-powered self-driving vehicles, virtual assistants, etc. Time will tell whether artificial intelligence will leave a positive impact or lead to the destruction of humanity.

Artificial intelligence (AI) makes it possible for machines to learn from experience, adjust to new inputs and perform human-like tasks. Most AI examples that you hear about today – from chess-playing computers to self-driving cars – rely heavily on deep learning and natural language processing. Using these technologies, computers can be trained to accomplish specific tasks by processing large amounts of data and recognizing patterns in the data.

### **Importance of Artificial Intelligence:**

- **AI automates repetitive learning and discovery through data:** But AI is different from hardware-driven, robotic automation. Instead of automating manual tasks, AI performs frequent, high-volume, computerized tasks reliably and without fatigue. For this type of automation, human inquiry is still essential to set up the system and ask the right questions.
- **AI adds intelligence** to existing products. In most cases, AI will not be sold as an individual application. Rather, products you already use will be improved with AI capabilities, much like Siri was added as a feature to a new generation of Apple products. Automation, conversational platforms, bots and smart machines can be combined with large amounts of data to improve many technologies at home and in the workplace, from security intelligence to investment analysis.
- **AI adapts through progressive learning algorithms** to let the data do the programming. AI finds structure and regularities in data so that the algorithm acquires a skill: The algorithm becomes a classifier or a predicator. So, just as the algorithm can teach itself how to play chess, it can teach itself what product to recommend next online. And the models adapt when given new data. Back propagation is an AI technique that allows the model to adjust, through training and added data, when the first answer is not quite right.
- **AI analyzes more and deeper data** using neural networks that have many hidden layers. Building a fraud detection system with five hidden layers was almost impossible a few years ago. All that has changed with incredible computer power and big data. You need

lots of data to train deep learning models because they learn directly from the data. The more data you can feed them, the more accurate they become.

- **AI achieves incredible accuracy** though deep neural networks – which was previously impossible. For example, your interactions with Alexa, Google Search and Google Photos are all based on deep learning – and they keep getting more accurate the more we use them. In the medical field, AI techniques from deep learning, image classification and object recognition can now be used to find cancer on MRIs with the same accuracy as highly trained radiologists.
- **AI gets the most out of data.** When algorithms are self-learning, the data itself can become intellectual property. The answers are in the data; you just have to apply AI to get them out. Since the role of the data is now more important than ever before, it can create a competitive advantage. If you have the best data in a competitive industry, even if everyone is applying similar techniques, the best data will win.

**5. What is prototyping? Write the steps involve in prototype process. What are situation where one can apply the prototyping? (4)**

Ans. Software prototyping is similar to prototyping in other industries. It is an opportunity for the manufacturer to get an idea of what the final product will look like before additional resources, such as time and money, are put into finalizing the product. Prototyping gives the software publisher the opportunity to evaluate the product, ensure it's doing what it's intended, and determine if improvements need to be made.

Often, the software prototype is not complete. Sometimes, only certain aspects of the program are prototyped, such as those elements the publisher is most concerned about or areas where user interface may be tricky.

**The Software Prototyping Process:** There is typically a four-step process for prototyping:

- **Identify initial requirements:** In this step, the software publisher decides what the software will be able to do. The publisher considers who the user will likely be and what the user will want from the product, then the publisher sends the project and specifications to a software designer or developer.
- **Develop initial prototype:** In step two, the developer will consider the requirements as proposed by the publisher and begin to put together a model of what the finished product might look like. An initial prototype may be as simple as a drawing on a whiteboard, or it may consist of sticky notes on a wall, or it may be a more elaborate working model.
- **Review:** Once the prototype is developed, the publisher has a chance to see what the product might look like; how the developer has envisioned the publisher's specifications. In more advanced prototypes, the end consumer may have an opportunity to try out the product and offer suggestions for improvement. This is what we know of as beta testing.
- **Revise:** The final step in the process is to make revisions to the prototype based on the feedback of the publisher and/or beta testers.

6. **What is the need of electronic payment system? Explain the process of it. Write the different types of e-payment system.** (4)

Ans. Electronic payment systems have become more popular thanks to increased use of Internet shopping. These systems do not just involve Internet transactions, as there are more and more ways being developed to facilitate electronic money transfers. With increasing technology, the range of devices and processes used to transact electronically continues to increase while the use of cash and check transactions is decreasing. This is mainly because it is much easier to carry cards or use cell phones to pay for purchases compared to cash.

E-payment systems are made to facilitate the acceptance of electronic payments for online transactions. With the growing popularity of online shopping, e-payment systems became a must for online consumers — to make shopping and banking more convenient. It comes with many benefits, such as:

- Reaching **more clients** from all over the world, which results in more sales.
- More **effective and efficient transactions** — It's because transactions are made in seconds (with one-click), without wasting customer's time. It comes with speed and simplicity.
- **Convenience**: Customers can pay for items on an e-commerce website at anytime and anywhere. They just need an internet connected device.
- **Lower transaction cost** and decreased technology costs.
- **Expenses control for customers**, as they can always check their virtual account where they can find the transaction history.
- Today it's **easy to add payments to a website**, so even a non-technical person may implement it in minutes and start processing online payments.
- Payment gateways and payment providers offer highly **effective security and anti-fraud tools** to make transactions reliable.

**The different types of e-commerce payments in use today are:**

**Credit Card:** The most popular form of payment for e-commerce transactions is through credit cards. It is simple to use; the customer has to just enter their credit card number and date of expiry in the appropriate area on the seller's web page. To improve the security system, increased security measures, such as the use of a card verification number (CVN), have been introduced to on-line credit card payments. The CVN system helps detect fraud by comparing the CVN number with the cardholder's information.

**Debit Card:** Debit cards are the second largest e-commerce payment medium in India. Customers who want to spend online within their financial limits prefer to pay with their Debit cards. With the debit card, the customer can only pay for purchased goods with the money that is already there in his/her bank account as opposed to the credit card where the amounts that the buyer spends are billed to him/her and payments are made at the end of the billing period.

**Smart Card:** It is a plastic card embedded with a microprocessor that has the customer's personal information stored in it and can be loaded with funds to make online transactions and

instant payment of bills. The money that is loaded in the smart card reduces as per the usage by the customer and has to be reloaded from his/her bank account.

**E-Wallet:** E-Wallet is a prepaid account that allows the customer to store multiple credit cards, debit card and bank account numbers in a secure environment. This eliminates the need to key in account information every time while making payments. Once the customer has registered and created E-Wallet profile, he/she can make payments faster.

**Net banking:** This is another popular way of making e-commerce payments. It is a simple way of paying for online purchases directly from the customer's bank. It uses a similar method to the debit card of paying money that is already there in the customer's bank. Net banking does not require the user to have a card for payment purposes but the user needs to register with his/her bank for the net banking facility. While completing the purchase the customer just needs to put in their net banking id and pin.

**Mobile Payment:** One of the latest ways of making online payments are through mobile phones. Instead of using a credit card or cash, all the customer has to do is send a payment request to his/her service provider via text message; the customer's mobile account or credit card is charged for the purchase. To set up the mobile payment system, the customer just has to download a software from his/her service provider's website and then link the credit card or mobile billing information to the software.

**Amazon Pay:** Another convenient, secure and quick way to pay for online purchases is through Amazon Pay. Use your information which is already stored in your Amazon account credentials to log in and pay at leading merchant websites and apps.

7. **Write short notes on:** (4)
- a. **IT in business**
  - b. **Scope of SCM**

Ans. **A. IT in business:** The technological revolution has improved businesses this century in the following five primary ways:

- **Information technology has given business the tools to solve complex problems:** Improved hardware (more memory, faster processors, sharper visual displays, etc) combined with smarter applications (Mindmapping software like X Mind, collaborative software like Kanban boards, organizers like Google calendar, etc) have made it easier to research data, analyze it, and plan scalability. Many tools available to solve complex problems.
- **Information technology allows businesses to make better decisions:** Good decisions in business are based on solid market research. This can be done through engaging teams through video conferences, reviewing public sentiment on social media and industry forums, and using online surveys to get customer feedback. There are also tools like Microsoft CRM Dynamics and Google Analytics.



- **Information technology has improved marketing:** Internet marketing using online advertising methods (SEO, PPC, Facebook Ads) are far more accurate ways than traditional marketing of finding target audiences, discovering their needs, and building a marketing campaign to persuade them to buy. It's difficult to see how many people read a newspaper ad. It's easy to figure out how many people clicked on an online banner.
- **Information technology has improved customer support:** Customers can receive support from multiple channels telephone, emails, social media platforms, webinars, and so on. Additionally, customer relationship management systems help businesses understand customer behavior.
- **Information technology has improved resource management:** Cloud computing allows a company's employees to use any device anywhere in the world to access their enterprise level software.

**B. Scope of SCM:** The functional scope of SCM refers to which traditional business functions are included or excluded in the implementation and the process of SCM. The organizational scope of SCM concerns what kinds of inter-firm relationships are relevant to the participating firms in the implementation and the process of SCM. functional Scope of SCM. Since process refers to the combination of a particular set of functions to get a specific output, all of the traditional business functions should be included in the process of SCM.. The supply chain concept originated in the logistics literature, and logistics has continued to have a significant impact on the SCM concept.

"SCM logistics" is the art of managing the flow of materials and products from source to user. SCM-or the logistics system-includes the total flow of materials, from the acquisition of raw materials to delivery of finished products to the ultimate users, as well as the related counter-flows of information that both control and record material movement. According to Lambert, Stock, and Ellram (1998), however, there exist important differences between the definition of supply chain management and the Council of Logistics Management's (1985) definition of logistics: "Logistics is the process of planning ,implementing and controlling the efficient flow and storage of raw materials, in-process inventory, finished goods, services, and related information from point of origin to point of consumption (including inbound, outbound, internal and external movements) for the purpose of conforming to customer requirements." CLM (1998) apparently agreed, since its new definition states, "Logistics is that part of the supply chain process that plans, implements and controls the efficient flow and storage of goods, services, and related information from the point of origin to the point of consumption in order to meet customers' requirements"(emphasis added). Thus, CLM has also distinguished between logistics and supply chain management, and acknowledged that logistics is one of the functions contained within supply chain management.

8. Write short notes on:

(3)

➤ **Ethical challenges in IT**

➤ **Internet Privacy**

Ans. **A. Ethical challenges in IT:** Many of the ethical issues that face IT professionals involve privacy. For example:

- Should you read the private e-mail of your network users just because you can? Is it OK to read employees' e-mail as a security measure to ensure that sensitive company information isn't being disclosed? Is it OK to read employees' e-mail to ensure that company rules (for instance, against personal use of the e-mail system) aren't being violated? If you do read employees' e-mail, should you disclose that policy to them? Before or after the fact?
- Is it OK to monitor the Web sites visited by your network users? Should you routinely keep logs of visited sites? Is it negligent to not monitor such Internet usage, to prevent the possibility of pornography in the workplace that could create a hostile work environment?
- Is it OK to place key loggers on machines on the network to capture everything the user types? What about screen capture programs so you can see everything that's displayed? Should users be informed that they're being watched in this way?
- Is it OK to read the documents and look at the graphics files that are stored on users' computers or in their directories on the file server?

Remember that we're not talking about legal questions here. A company may very well have the legal right to monitor everything an employee does with its computer equipment. We're talking about the ethical aspects of having the ability to do so.

As a network administrator or security professional, you have rights and privileges that allow you to access most of the data on the systems on your network.

You may even be able to access encrypted data if you have access to the recovery agent account. What you do with those abilities depends in part on your particular job duties (for example, if monitoring employee mail is a part of your official job description) and in part on your personal ethical beliefs about these issues.

**B. Internet privacy:** Internet privacy is cause for concern for any user planning to make an online purchase, visit a social networking site, participate in online games or attend forums. If a password is compromised and revealed, a victim's identity may be fraudulently used or stolen.

**Internet privacy risks include:**

- **Phishing:** An Internet hacking activity used to steal secure user data, including username, password, bank account number, security PIN or credit card number.
- **Pharming:** An Internet hacking activity used to redirect a legitimate website visitor to a different IP address.

- **Spyware:** An offline application that obtains data without a user's consent. When the computer is online, previously acquired data is sent to the spyware source.
- **Malware:** An application used to illegally damage online and offline computer users through Trojans, viruses and spyware.

Internet privacy violation risks may be minimized, as follows:

- Always use preventative software applications, such as anti-virus, anti-malware, anti-spam and firewalls.
- Avoid shopping on unreliable websites
- Avoid exposing personal data on websites with lower security levels
- Clear the browser's cache and browsing history on a consistent basis
- Always use very strong passwords consisting of letters, numerals and special characters