

7th sem

VII -(5Yr) - IMBA (DDCE)-32 (MCSD)

2011

Full Marks - 70

Time - As in Programme

The questions are of equal value.

Answer any **five** questions.

1. A company has advertised for its managerial position, which should be intimated within 10 days. Write a covering letter and attach your C.V.
2. How are meetings conducted ? Discuss the role of the Chairperson.
3. Write briefly on any **four** of the following :
 - (a) Consensus

- (b) Circular
 - (c) Elevator etiquettes
 - (d) Moderator
 - (e) Complimentary Close
 - (f) Covering letter
4. What is a Report ? State the different parts of a report. Give examples wherever necessary.
5. Write short notes on any *two* of the following.
- (a) Grapevine
 - (b) Importance of Emails
 - (c) Agenda
6. How can a candidate succeed in a group discussion ?

7. What do you understand by dress code ? Why are they needed ?
8. An N.G.O. works for the uplift of the kids from backward sections. It wants to provide them education free of cost. Draft an advertisement so that the kids would be attracted towards the programme.
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VII (5Yr.) IMBA (DDCE) 33 (BECG)

2011

Full Marks – 70

Time – As in Programme

The questions are of equal value.

Answer *all* questions.

1. Define Business Ethics. Describe its various values in relation to the present Scenario.

OR

Describe the role importance Business Ethics in 21st Century.

2. Briefly describe the essentiality of Ethical Leadership in New Age Management.

OR

Outline the various ethical behaviour to survive in the Corporate Sector.

3. Give a detail view of Ethical Decision making.

OR

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(2)

Define Social responsibility of Business. How it is important to various Corporate Sector.

4. Give a detail of utilisation of Ethics in various functional areas of management.

OR

Write a note on implementation of business ethic in financial area in Corporate sector.

5. Write short notes on any *four* (with examples):—

- (a) Corruption
 - (b) Gender Ethics
 - (c) Sexual Harassment
 - (d) Corporate environment of Ethics
 - (e) Ethics Corporate Behaviour
 - (f) Ethical leadership.
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2011

Full Marks – 40

Time – As in Programme

The questions are of equal value.

Answer any *five* questions.

1. Explain E-commerce and write the different levels of E-commerce in detail. Explain the advantages and disadvantages of E-commerce from different perspective.
2. What is Internet ? Discuss the application of Internet in detail. Analyse the pros and cons of Internet in detail.
3. What is EDI ? What is the role of EDI in E-commerce. Explain its feature and importance. Explain the advantages and disadvantages of EDI.
4. Draw the architecture of a web-based e-commerce system and discuss its various component.

(2)

5. Write short notes on :

(i) ISP

(ii) DNS

(iii) Intranet

(iv) Extranet

6. What is E-security ? Explain different types of E-security in detail. Discuss the different Ethical issues associated with E-commerce.

7. What is E-Payment system ? Explain different types of payment system in detail. Discuss how E-payment helps the business organisation.

8. What do you mean by IP address. Explain the different types of IP address in detail.