

[LF 1014]

OCTOBER 2014

Sub.Code :2037

**MBA (HOSPITAL & HEALTH MANAGEMENT) DEGREE EXAMINATION
FIRST YEAR
(2011-2012 Batch onwards)
PAPER VII – BUSINESS COMMUNICATION AND COMPUTER
APPLICATIONS**

Q.P. Code: 432037

Time: Three hours

Maximum : 100 Marks

I. Elaborate on:

(2 x 20 = 40)

1. Discuss the different types of Business letters with examples.
2. Explain the Program development life cycle.

II. Write notes on:

(10 x 6 = 60)

1. Characteristics of computer.
2. Differentiate between system software and application software.
3. Detection of Viruses and elimination.
4. Explain the objectives of sales letter.
5. Explain: Internet, Intranet, Extranet.
6. Measures to be taken to conduct conference successfully.
7. What is 'letter of enquiry'? What are the points to be included in a letter of enquiry?
8. Explain the types of Programming Language with its advantages and disadvantages.
9. Compare master and transaction file.
10. Bring out the effects of conducting a seminar.
