

TILAK MAHARASHTRA VIDYAPEETH, PUNE

BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

EXAMINATION: MAY- 2025

SEMESTER - III

Sub.: Information Technology (BBA15-315)

Date : 28/05/2025

Total Marks : 60

Time: 2.00 pm to 4.30pm

Instructions: 1) All questions are compulsory.
2) Figures to the right indicate full marks.

Q. 1. Choose the most appropriate option. (05)

1. Document views tool is present in _____ tab in MS Word.
 - a) References
 - b) Mailings
 - c) Review
 - d) View
2. Function Library tool is present in _____ tab in MS Excel.
 - a) Formulas
 - b) Home
 - c) Review
 - d) View
3. Themes tool is present in _____ tab in MS Word.
 - a) Home
 - b) Page Layout
 - c) References
 - d) Mailings
4. Page setup tool is present in _____ tab in MS Power Point.
 - a) Animations
 - b) Design
 - c) Slide Show
 - d) Home
5. _____ tab is used to add pages ,tables, links etc. in MS Word.
 - a) Mailings
 - b) Insert
 - c) References
 - d) Home

Q. 2. State True / False (05)

1. Quick access toolbar is a customizable toolbar.
 - a) True
 - b) False
2. Transitions are effects that are in place when you switch from one slide to the next.
 - a) True
 - b) False
3. Proofing feature allows you personalize how word corrects and formats your text.
 - a) True
 - b) False
4. Resources do not include people, equipment, materials, or services that are required to complete the tasks.
 - a) True
 - b) False
5. Vista comes with its own inbuilt firewall known as the Windows Firewall.
 - a) True
 - b) False

Q. 3. Write Short notes on (Any Three) (15)

1. Watermark
2. Mini Toolbar
3. Bibliography
4. IP Messenger
5. Smart Art

Q. 4. Answer in detail (Any Two) (20)

1. Explain the term citation and give detail steps to insert citations.
2. How to freeze rows and columns in MS Excel?
3. Explain the steps of making new PowerPoint presentation in detail.
4. Describe WebEx in detail.

Q. 5. Case study

(15)

Blogging is the latest rage in the internet world. It has achieved mass popularity very rapidly. The number of blogs currently online and the range of subjects covered are now so vast that you can easily find yourself reading a blog without realizing it. Even celebrities like Amitabh Bacchan write their own blogs!

There are several types of blog, but the most common type is the personal blog. The term “blog” is a contraction of “web log”. It is a sort of a personal diary. In general, blogs have a theme of some kind rather than just rambling and containing what most readers would probably perceive as random thoughts and ideas.

There are many alternative forms of personal blogs. Let us take a look at some of them.

With Information Blog, you simply provide information about any topic that interests you, and where you have gained sufficient expertise to be able to write with authority on the subject. A typical blog of this type would give information about travelling in some of the more “out of the way” parts of the world. The idea would be to provide truthful background information in a guide style rather than just giving the type of information found in glossy brochures.

If you are interested in anything that can be reviewed such as movies, electronic gadgets or music, you can produce a review blog. You can voice your honest opinion of something and then ask for comments from your readers. This helps to give the readers a more balanced view of the things being reviewed. A review site covering something out of the ordinary may be more successful than one that covers a mass market product. Review blogs covering a niche market will enjoy less competition.

A problem blog is one you produce because you have a problem of some kind. It may be a problem with a product or service. The idea is to give others the benefit of your experience and get feedback from others that you may find helpful. For example, if you have recently purchased a new mobile phone handset, and are somewhat dissatisfied with its performance, you can write about it on your blog. While writing such blogs, it is important to adhere to facts and avoid exaggeration.

This type is useful for having intellectual arguments on various topics. But it is important to keep the arguments less heated and the topics should be non-controversial.

Many people start a blog when they undertake a major project of some kind such as doing a major renovation of an old house or office premises. Such blogs may help others who are undertaking something similar. It may also result in some helpful information being received from others who have relevant experience that could be useful to you.

Now that we have discovered the world of blogging, let us explore some concepts related to VoIP (Voice over Internet Protocol).

Voice over Internet Protocol (VoIP), is a technology that allows you to make voice calls using a broadband Internet connection instead of a regular (or analog) phone line. Some VoIP services may only allow you to call other people using the same service, but others may allow you to call anyone who has a telephone number - including local, long distance, mobile, and international numbers. Also, while some VoIP services only work over your computer or a special VoIP phone, other services allow you to use a traditional phone connected to a VoIP adapter.

VoIP services convert your voice into a digital signal that travels over the Internet. If you are calling a regular phone number, the signal is converted to a regular telephone signal before it reaches the destination.

VoIP can allow you to make a call directly from a computer, a special VoIP phone, or a traditional phone connected to a special adapter. In addition, wireless “hot spots” in locations such as airports, parks, and cafes allow you to connect to the Internet and may enable you to use VoIP service wirelessly.

Some VoIP services only work over your computer or a special VoIP phone, while other services allow you to use a traditional phone connected to a VoIP adapter. If you use your computer, you will need some software and an inexpensive microphone. Special VoIP phones plug directly into your broadband connection and operate largely like a traditional telephone.

Examples of VoIP software you might choose to use are MSN Messenger, Yahoo Messenger, Skype, and ICQ, all of which are available as free downloads.

Most of the VOIP systems operate in a fashion that is very similar to an instant messaging system. Inevitably, the distinction between the two types of services has become blurred. Nowadays, instant messaging services provide a facility to talk to other users of the system and even offer telephone calls over the internet.

Question

- 1) Describe information blog.
 - 2) Explain VOIP in detail.
 - 3) What do you mean by problem blog?
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