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MER-013

**MASTER OF ARTS
(ENTREPRENEURSHIP)**

(MAER)

Term-End Examination

December, 2023

MER-013 : IT AND ENTREPRENEURSHIP

Time : 3 Hours

Maximum Marks : 100

Note : Answer any **five** of the following questions in about **600** words each. All questions carry equal marks.

1. Define information. Discuss the value and importance of information in the socio-economic development of a society. 20
2. What is meant by computer network ? Discuss in brief the various kinds of network topologies. 20

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3. Explain how digital marketing can be used to increase market penetration in the existing markets and to develop new markets. Give examples for the same. 20
4. What is multiplexing ? Describe the types of multiplexing with its advantages and disadvantages. 20
5. Describe a computer virus and its areas of infection. What are the preventive measures that can be taken against a virus attack ? 20
6. What is MIS ? Discuss in detail any *one* framework for the understanding of MIS. 20
7. Elaborate upon the role and importance of computers in management functions and decision-making. Give suitable example. 20
8. Write short notes on any *two* of the following :
2×10=20
 - (a) Scope of data
 - (b) Services of electronic fund transfer
 - (c) Tortious liabilities in use of computers.

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