

No. of Printed Pages : 2

**MER-013**

**MASTER OF ARTS  
(ENTREPRENEURSHIP)  
(MAER)**

**Term-End Examination  
June, 2024**

**MER-013 : IT AND ENTREPRENEURSHIP**

*Time : 3 Hours*

*Maximum Marks : 100*

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***Note :** Attempt any **five** questions in about  
**600** words each. All questions carry equal  
marks.*

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1. How would you classify networks based on their structures ? Explain with the help of illustration. 20
2. Discuss the strategic issues of computer aided decision-making process. Give suitable examples. 20
3. Describe the evolution and classification of computers. Also discuss the importance of personal computers in present times of automation. 20

**P. T. O.**

4. What do you understand by MIS ? Explain the role of MIS at various management levels and the need for a corporate MIS Plan. 20
5. What do you mean by Data ? Discuss the inter-relationship and differentiations between data, information and knowledge. 20
6. Explain the main benefits that a company selling fast-moving consumer goods could derive by using Digital Marketing. Substantiate giving examples. 20
7. Discuss the situations in which a knowledge of law can help in the field of computers. 20
8. Write short notes on any *two* of the following :  
2×10=20
  - (a) Hacking and Prevention
  - (b) GSM
  - (c) Application areas of Artificial Intelligence