

# JAIPURIA INSTITUTE OF MANAGEMENT, Noida

Re-Append TERM EXAMINATION-2017

PGDM 2017-19 TERM I

Set - 2

## Course/Code: Information Technology for Management (IM101)

Date:

Maximum Marks: 40

Time:

Duration: 2 Hr.

Note: Attempt All Questions.

- Q1. What is Document Management System? What are the advantages of using Document Management System in any organization? (5)
- Q2. Answer all the questions. Each question carries 1 mark each: (10)
- a) I have written a book in word and I want to restart the page numbers of my book from Chapter 1. How can I do it in MS WORD?
  - b) How can I create a Table of Content in my MS Word document automatically?
  - c) I have to review a document sent by my colleague and provide him the feedback. What feature of MS Word can be used for this purpose?
  - d) What is the purpose of pilcrow (¶) button provided in the Home menu of MS Word?
  - e) What is the default orientation of MS Word document?
  - f) Explain how you create a custom watermark in MS Word.
  - g) What is the shortcut for italicizing selected texts in MS Word document?
  - h) How can I save my MS Word (2013) document in PDF format?
  - i) What is the shortcut to start a slide show in MS Power Point?
  - j) Which menu provides you options like Animation Scheme, custom Animation, Slide Transition?
- Q3. Answer all the questions. Each question carries 1 mark each: (10)
- a) What is the purpose of Pivot tables in excel sheet?
  - b) What is the limitation of VLOOKUP function?
  - c) What is the difference between the symbol A1 and \$A\$1?
  - d) Write down the formula that must be used in the amount column to calculate the

total amount incurred in buying the items:

Item ID	Item Name	Price Per Unit	No of Units	Amount
1000101	Flashlight	50	5	
1000102	Vacuum Cleaner	2000	6	
1000103	LED Bulb	200	7	

- e) What formula should be written in the following cell to calculate the annual rate interest on the loan?

Rate Calculator	
Loan Amount	\$ 100,000.00
Years of Loan	30
Annual Interest Rate	
Monthly Payment	\$ 500.00

a.

- f) Study the screenshot given. To find the increment amount for the selected name (Akash in the example above), what formula would you type into the highlighted cell (B15)?

A	B	C
Employee Name	Employee Feedback Score (%)	Bonus Increment
1 Akash	20	0
2 Ankita	89	Rs.10000
3 Divya	67	Rs.5000
4 Mahaan	87	Rs.10000
5 Vishal	45	0
6 Ankit	90	Rs.15000
7 Piyush	57	Rs.5000
8 Prashant	77	Rs.7500
9 Megna	69	Rs.5000
10 Archit	50	Rs.5000
11 Vikas	65	Rs.5000
12		
13		
14 Name	What is Bonus Amount	
15 Akash		
16		

- g) What function displays row data in a column or column data in a row?
- h) If the text in cell A1 contains around 2 blank spaces ahead of the word, which formula, when entered into a blank cell, will represent the correct syntax for a formula to remove the blank spaces?
- i) You are editing an worksheet that you had previously save If you want to save the edited sheet without losing the original one, which command should you use?
- j) Study the given screenshot. If the marks of the student is more than 75, the grade must be A otherwise it should be B. What syntax should be written in Column C for assigning the students correct grades

	A	B	C
1	Name	Marks	Grade
2	Akshay Srivastava	96	
3	Vishaka Singh	65	

Q4. Read the following case study carefully and answer the questions

(15)

Cadbury's have developed a series of their own hashtags that tie in with their running campaigns and frequent content – for example #FreeTheJoy, which was altered to #UnwrapJoy around the Christmas period and #JoyCabs, which took place in February 2015 and involved dishing out chocolate prizes to those who took a picture of one of their Cadbury's Joy Cabs.

They also get involved with trending hashtags, current events and holidays, which keeps their content relevant and ensures that their tweets are seen when users browse the trending topics. Some recent examples of this were #MayThe4thBeWithYou and #Easter.

Cadbury run regular competitions through Twitter to win their products, both in the form of interactive games embedded into a tweet like the fruit machine style Vine below and those encouraging users to contribute their own photographs in order to win prizes, such as the #JoyCabs campaign. Both methods have received a lot of engagement from followers and are a great way to build loyalty among fans of the brand, as well as attracting new consumers.

Q1. According to you, what is the role of hashtag campaigning in the business of Cadbury's?

Q2. Enlist some of the major advantages that social media campaigning enjoys over the conventional marketing strategies.

THE END