Reg. No. : ....

Code No. : 20463 E   **Sub. Code : SACO 41**

B.Com. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2020.

Fourth Semester

Commerce – Allied

COMPUTER APPLICATIONS IN BUSINESS

(For those who joined in July 2017 onwards)

Time : Three hours   Maximum : 75 marks

PART A — (10 × 1 = 10 marks)
Answer ALL questions.
Choose the correct answer :

1. CPU and Monitor are the examples of computer
    _____.
    (a) Hardware   (b) Software
    (c) Storage   (d) Display

2. ———— is a program that enables a computer
    to perform a specific task.
    (a) Hardware
    (b) Software
    (c) Instructions
    (d) Physical hardware

3. ————— is the activity of buying or selling of products on online services or over the internet.

    (a)   E-Business

    (b)   E-Commerce

    (c)   E-Market

    (d)   E-Advertising

4. ————— is the term came into existence in the year 1996.

    (a)   E-Business   (b)   E-Market

    (c)   E-Commerce   (d)   E-Marketing

5. The full form of CCID is —————.

    (a)   Chip Card Interface Device

    (b)   Computer Card Interface Desk

    (c)   Chip Card Integrated Device

    (d)   Computer Card Integrated Desk

6. ————— is an evolutionary product that has its roots in other payment concepts

    (a)   E-Trade   (b)   E-Cash

    (c)   E-Card   (d)   E-Commerce

7. —————— is a method of exchanging message between people using electronic devices.

   (a) Smart phone   (b) Fax

   (c) E-mail   (d) Speed post

8. —————— is the computer-to-computer exchange of business documents in a standard electronic format between business partners.

   (a) IDE   (b) DEI

   (c) EDI   (d) EID

9. 5 P's are product, ——————, place, promotion and personalization.

   (a) people

   (b) price

   (c) process

   (d) physical evidence

10. Web advertising is also called as —————— advertising.

    (a) Online   (b) Traditional

    (c) Modern   (d) Systematic

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) What are the characteristics of computer?

Or

(b) Distinguish between hardware and software.

12. (a) Write the limitations of E-commerce.

Or

(b) Write the advantages of online trading.

13. (a) Write the advantages of electronic payment system.

Or

(b) What do you understand by Mercantile Process Model?

14. (a) EDI vs. E-mail – Differentiate.

Or

(b) Write the pre-requisites of EDI.

15. (a) What are the E-Advertising techniques?

Or

(b) Write the applications of 5P's.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 600 words.

16. (a) What are the components of computer? Explain.

Or

(b) What are the advantages of Computer?

17. (a) E-commerce vs E-business – Differentiate.

Or

(b) What are the benefits of E-commerce?

18. (a) What are the types of payments system?

Or

(b) Consumers perspectives and Merchant's perspective – Differentiate with E-Commerce applications.

19. (a) Partial EDI system Vs. Fully Integrated EDI system – Differentiate.

Or

(b) Write short note on Non-EDI system.

20. (a) What are the E-marketing techniques?

Or

(b) Write short note on banners and online coupons.

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