Code No: SS20463E   Sub. Code: SACO41

B.Com. (CBCS) DEGREE SPECIAL SUPPLEMENTARY EXAMINATION, APRIL2020
FOURTH SEMESTER
COMMERCE - Allied
COMPUTER APPLICATION IN BUSINESS
(For those who joined in July 2017 onwards)

Time : Three hours   Maximum: 75 marks

Part – A (10 X 1 = 10 marks)
Answer all questions, choose the correct answer

1. The development of computers can be divided into _____ generations.
   a. 3   b. 4
   c. 5   d. 6

2. The _____ is the "administrative" section of the computer systems.
   a. Input unit   b. Output unit
   c. Memory unit   d. Central processing unit

3. EPS Stands for _____
   a. Electric Payment System   b. Electronic Payment System
   c. Email Payment System   d. None of these

4. E-Cheques are also called _____
   a. Net Cheque   b. Online Cheque
   c. Digital Cheque   d. All the above

5. Which is of the following is not one of the major types of e-commerce?
   a. B2B   b. B2C
   c. C2C   d. C2B

6. VMI stands for _____
   a. Vendor material inventory   b. Vendor managed inventory
   c. Variable material inventory   d. Valuable material inventory

7. The solution for all business needs is:
   a. EDI   b. ERP
   c. SCM   d. None of These

8. The solution for all business needs is:
   a. EDI   b. ERP
   c. SCM   d. None of these

9. The two most common types of e-marketing plans are known as the venture capital plan and the _____.
   a. Nike plan   b. tablecloth plan
   c. strategic plan   d. napkin plan

10. _____ is the subset of e-business focused on transactions.
    a. E-commerce   b. E-marketing
    c. Digital technology   d. ESP

PART- B — (5 × 5 = 25 Marks)
Answer ALL questions, choosing either (a) or (b) Answer should not exceed 250 words

11 (a). State the characteristics of computer.

(OR)

(b). Describe the different types of computer.

12 (a). Write the differences between E-Commerce and E-Business.

(OR)

(b). Critically examine the limitations of E-Commerce.

13 (a). State the advantages of E-Payment System.

(OR

(b). Explain the online mercantile model from customer perspective.

14 (a). Write a short note on (i) EDI and (ii) E-Mail.

(OR)

(b). What is EDI? Explain the infrastructural requirements to run EDI.

15 (a). Why people are interested to buy the products in online?

(OR)

(b). Discuss the challenges in internet advertising.

PART- C — (5 × 8 = 40 Marks)

Answer ALL questions, choosing either (a) or (b) Answer should not exceed 600 words

16 (a). Define computer and explain the different components of computer.

(OR)

(b). List out various applications of computers.

17 (a). Distinguish between E-Commerce and Traditional Commerce.

(OR)

(b). Explain the benefits of online trading as per the sellers view.

18 (a). Explain the different types of payment systems.

(OR)

(b). Discuss the steps involved in mercantile process model.

19 (a). What is EDI? Explain its roles in different industries.

(OR)

(b). Explain by giving example of transaction flow of any company.

20 (a). Discuss the recent E-Advertisement techniques in India.

(OR)s

(b). Every coin has two sides. Similarly online advertising and marketing has advantages and disadvantages for a company. Explain.

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