

15. (a) Explain the Application of 5p's.

Or

- (b) State the advantages of E – Advertising.

PART C — (5 × 8 = 40 marks)

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

Answer should not exceed 600 words.

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

Or

- (b) What are the disadvantages of computer? Explain.

17. (a) E – business Vs. E – commerce – differentiate.

Or

- (b) Bring out the demerits of E – Commerce.

18. (a) Explain the types of payment system.

Or

- (b) Differentiate between Merchant's and consumer perspective.

19. (a) Differentiate Non – EDI system and Partial EDI system.

Or

- (b) What do you mean by fully integrated EDI system? Explain.

20. (a) Explain the E – marketing Techniques.

Or

- (b) Write short note on sponsorship and portals.

Reg. No. :

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B.Com. (CBCS) DEGREE EXAMINATION,
APRIL 2019.

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 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. _____ is a set of instructions, data or programs used to operate computers and execute specific tasks.
(a) Hardware (b) Software
(c) Storage (d) Program
2. Modern computers have the ability to follow generalized sets of operations, called _____.
(a) Operational (b) Programs
(c) Logic program (d) Hardware program



3. _____ means business transactions that take place online with the help of the internet.
 (a) E – Commerce (b) E – Business
 (c) E – Market (d) E – Trading
4. _____ commerce, refers to the buying and selling of goods or services using the internet.
 (a) Commercial (b) Modern
 (c) Internet (d) Traditional
5. A _____ card is a payment card issued to users to enable the card holder to pay a merchant for goods and services.
 (a) Credit (b) Debit
 (c) Golden (d) Smart
6. A _____ card is a physical card that has an embedded integrated chip that acts as a security taken.
 (a) Smart (b) Credit
 (c) Debit (d) Golden
7. EDI full form is _____.
 (a) Electronic, data interchange
 (b) Electronic, data intergration
 (c) Easy data interchange
 (d) Electronic, desks interchange
8. _____ in a method of exchanging messages between people using electronic devices.
 (a) Smart phone (b) E – Mail
 (c) Speed post (d) Fax

9. A _____ can be a flag or other place of cloth bearing a symbol, logo, slogan or other message.
 (a) Banner (b) Portals
 (c) Sponsorship (d) Coupon's
10. _____ something is the act of supporting an event, activity, person organization financially or through the provision of products or service.
 (a) Sponsoring (b) Presenting
 (c) Gifting (d) Advertising

PART B — (5 × 5 = 25 marks)

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

Answer should not exceed 250 words.

11. (a) Differentiate between software and Hardware.
 Or
 (b) What are the components of a computer? Explain.
12. (a) Write the advantages of E – Commerce.
 Or
 (b) Write the advantages of online trading.
13. (a) Write short note on Mercantile process Model.
 Or
 (b) State the demerits or E – payment system.
14. (a) E – Mail Vs. EDI – Differentiate.
 Or
 (b) State the pre-requisites of EDI.

