

(6 pages)

**Reg. No. :** .....

**Code No. : 10183 E      Sub. Code : SACO 41**

B.Com. (CBCS) DEGREE EXAMINATION,  
APRIL 2021.

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. The computer that is not considered as a portable computer is \_\_\_\_\_.
  - (a) Laptop
  - (b) PDA
  - (c) Minicomputer
  - (d) None of these

2. The CPU stands for \_\_\_\_\_.
  - (a) Central protection unit
  - (b) Central processing unit
  - (c) Central power unit
  - (d) Central prerogative unit
3. The primary source of financing during the early years of e-commerce was \_\_\_\_\_.
  - (a) Bank loans
  - (b) Large retail firms
  - (c) Venture capital funds
  - (d) Initial public offerings
4. Which of the following is not considered to be one of the three phases of e-commerce?
  - (a) Innovation
  - (b) Consolidation
  - (c) Preservation
  - (d) Reinvention
5. The best products to sell in B2C e-commerce are:
  - (a) Small products
  - (b) Digital products
  - (c) Specialty products
  - (d) Fresh products
6. Which is a function of E-Commerce
  - (a) Marketing
  - (b) Advertising
  - (c) Warehousing
  - (d) All of the above

7. Most individuals are familiar with which form of e-commerce?
- (a) B2B                                      (b) B2C  
(c) C2B                                      (d) C2C
8. Which of the following is not related to security mechanism
- (a) Encryption                              (b) Decryption  
(c) E-Cash                                      (d) All of the above
9. How the transactions occur in e-commerce?
- (a) Using e-medias  
(b) Using computers only  
(c) Using mobile phones only  
(d) None of the above
10. Which type of add appears on a web page?
- (a) Pop- under ad  
(b) Pop-up ad  
(c) Banner ad  
(d) Discount ad

PART B — ( $5 \times 5 = 25$  marks)

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

Each answer should not exceed 250 words.

11. (a) How does a computer work?

Or

- (b) Describe the characteristics of computers.

12. (a) State the benefits of E-Commerce for the consumers.

Or

- (b) Explain the differences between E-Commerce and E-Business.

13. (a) Explain the features of electronic payment system.

Or

- (b) What are the disadvantages in E-Payment System?

14. (a) What do you understand by EDI? Explain the components of EDI.

Or

- (b) Differentiate EDI and Email.

15. (a) Write a short note on: (i) Internet advertising and (ii) Internet Marketing Mix.

Or

- (b) Why people are interested to buy the products in online?

PART C — ( $5 \times 8 = 40$  marks)

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

Each answer should not exceed 600 words.

16. (a) List out various applications of computers.

Or

- (b) Discuss various types of computers in detail.

17. (a) "E-Commerce means buying and selling of goods and services across the internet". Discuss the statement.

Or

- (b) Define E-Commerce and explain the different types of E-Commerce systems.

18. (a) Discuss the steps involved in mercantile process model.

Or

- (b) What is smart card and explain different categories of smart cards.

19. (a) What are the benefits of EDI to wards manufacturing sector?

Or

- (b) What is Non-EDI system explain in detail.

20. (a) "Product, Price, Place Promotion are the P's marketing". Are they applicable to internet marketing also? Explain.

Or

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