

Code No.: 12029 E

Sub. Code: SACO 41/  
AACO 41B.Com. (CBCS) DEGREE EXAMINATION,  
NOVEMBER 2022

Fourth Semester

Commerce - Allied

## COMPUTER APPLICATION IN BUSINESS

(For those who joined in July 2017-2020 onwards)

Time : Three hours

Maximum : 75 marks

## PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

- Which of the following is the first calculating device?  
(a) Abacus (b) Calculator  
(c) Turing Machine (d) Pascaline
- Select the example of application software of computer.  
(a) MS Word (b) MS Excel  
(c) Both (a) and (b) (d) MS-DOS

- Which segment do eBay, Amazon.com belong?  
(a) b2bs (b) b2cs  
(c) c2bs (d) c2cs

- Which products are people most likely to be more uncomfortable buying on the Internet?  
(a) books (b) furniture  
(c) movies (d) all of the above

- What are plastic cards the size of a credit card that contains an embedded chip on which digital information can be stored?  
(a) Customer relationship management systems cards  
(b) E-government identity cards  
(c) FEDI cards  
(d) Smart cards

- Which of the following is not related to security mechanism?  
(a) encryption (b) decryption  
(c) e-cash (d) all the above

Page 2 Code No. : 12029 E

- The use of EDI helps companies to?  
(a) Increase the speed of exchanging documents  
(b) Improve the accuracy of the information exchanged  
(c) Reduce both process and operational related costs  
(d) All of the above
- What does EDI primarily reduce from trading partner communications?  
(a) People based processes  
(b) Paper based transactions  
(c) Process based decision making  
(d) Poultry based insults
- What are the 4 "Cs" in marketing which come under strategic planning?  
(a) Cost, Consumer, Conditions, Capital  
(b) Cost, Consumer, Communication, Capital  
(c) Cost, Consumer, Communication, Convenience  
(d) Cost, Consumer, Capital, Convenience

- What are the 4 "Ps" in marketing?  
(a) Product, Price, Population, Promotion  
(b) Production, Price, Place, Promotion  
(c) Product, Price, Place, Promotion  
(d) Production, Price, Population, Promotion

## PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).  
Answer should not exceed 250 words.

- (a) Write a note on computer maintenance.  
Or  
(b) What are the possible threats to a computer system and how to provide security?
- (a) Discuss the features of online bookshop.  
Or  
(b) Explain the ways and means of protecting online website operations from hackers.
- (a) Give the uses of smart cards.  
Or  
(b) What is digital currencies?

Page 3 Code No. : 12029 E

Page 4 Code No. : 12029 E

[P.T.O.]

14. (a) Explain the Legal issues of Internet Commerce.

Or

- (b) Explain the Commercial Transaction Process in E-Commerce.

15. (a) Explain the concept of Market.

Or

- (b) Explain Customer support services.

PART C — ( $5 \times 8 = 40$  marks)

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

16. (a) Explain the difference Between Desktop and Laptop.

Or

- (b) Discuss the pros and cons of the internet for e-commerce.

17. (a) What is E-commerce? Explain advantages and disadvantages of E-Commerce.

Or

- (b) What are the different types of issues to be considered in E-commerce?

Page 5 . Code No. : 12029 E

18. (a) Explain Internet and WWW tools which aids e-commerce.

Or

- (b) What type of electronic payment systems are required in E-Commerce? Why are there different types of payment systems? Explain the necessary characteristics of each type of payment system and give an example of each where it is used.

19. (a) Explain Electronic Data Interchange (EDI) in detail.

Or

- (b) Explain trusted key distribution and DES in detail.

20. (a) Explain the Marketing Techniques and the application of 5 P's in detail.

Or

- (b) Explain the E-Advertising Techniques in detail.

Page 6 . Code No. : 12029 E