(6 pages)

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

**Code No. : 32029 E**     **Sub. Code : SACO 41/ AACO 41**

B.Com. (CBCS) DEGREE EXAMINATION, APRIL 2023.

Fourth Semester

Commerce — Allied

COMPUTER APPLICATION IN BUSINESS

(For those who joined in July 2017 – 2019 onwards)

Time : Three hours     Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :
the correct answer:

1. Which of the following is the another name for a PEN Drive?

   (a) USB Flash Drive

   (b) Gig Stick

   (c) Thumb Drive

   (d) All of the above

2. Which of the following is the dominant Operating System in the world?

   (a) MacOS

   (b) Microsoft

   (c) Linux

   (d) None of the above

3. Which of the following e-commerce company has launched shopsy, an app that allows Indians to start online shopping?

   (a) Snapdeal

   (b) Flipkart

   (c) Paytm

   (d) Amazon

4. E-Commerce means?

   (a) Electrical Commerce

   (b) Electronics Commerce

   (c) Elementary Commerce

   (d) None of the above

5. Credit Card is an essential component of which of the following?

   (a) Internet commerce

   (b) electronic commerce

   (c) both (a) and (b)

   (d) none of these

6. PIN stands for which of the following?

    (a)    Permanent identity number

    (b)    Portable identification number

    (c)    Permanent Identification number

    (d)    Personal identification number

7. The principal electronic payment systems for electronic commerce ———————

    (a)    Credit Card    (b)    Digital Wallet

    (c)    Electronic Cheque    (d)    All of the above

8. Which of the following icon used to add an attachment to an email?

    (a)    Paper Clip icon    (b)    Stationery icon

    (c)    GIF icon    (d)    Emoji icon

9. PPC expansion in e-advertising.

    (a)    Pay per click    (b)    Payment per click

    (c)    Page per click    (d)    Post per click

10. ——————advertising is the use of paid ads that match the look, feel and function of the media format in which they appear.

    (a)    Native    (b)    Mobile

    (c)    Video    (d)    Email

PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

11. (a) Explain the different factors affecting the processing speed of CPU.

Or

    (b)    Explain USB Port (Universal Serial Bus).

12. (a) What is the online payments mode available to the Customers today?

Or

    (b)    Define the term: Digital signature.

13. (a) What is virtual Internet payment system?

Or

    (b)    What are the E-Commerce Security Threats?

14. (a) Write a note on "Payment Gateway".

Or

    (b)    Bring out the merits and demerits of Credit Cards.

15. (a) Explain the term Promotion in E-commerce.

Or

(b) What are called as Portals in E-commerce?

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 needs and importance of Electronic transactions in the modern world?

Or

(b) Explain internet and WWW tools which aids e-commerce.

17. (a) Explain the components of E-Commerce.

Or

(b) What is E-marketplace and explain different functions of E-Marketplace?

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

Or

(b) Explain Merchant Account.

19. (a) Explain the concepts related to the modeling of cyber cash.

Or

(b) Explain the essential things that e-commerce sites should have.

20. (a) What are e-advertising techniques? Explain Sponsorships and Online coupons.

Or

(b) What is Digital Marketing? What are the advantages of Digital Marketing over Traditional Marketing?

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