

**B.C.A. (Semester – VI) Examination, April 2019****COMPUTER SCIENCE****Elective : E-Commerce Applications**

Duration : 2 Hours

Total Marks : 50

Instructions : 1) **All questions are compulsory.**2) Figures to the **right** indicate **full marks**.

1. A) Define the following :

(1×5=5)

- i) Supply Chain
- ii) Website Goal
- iii) Pull Advertising
- iv) E-Wallet
- v) Firewall.

B) Give an example of **each** :**(1×5=5)**

- i) Electronic Market
- ii) Crypto Currency
- iii) Shopping Aggregator
- iv) Affiliate Marketing
- v) Utility Navigation.

2. Answer the following :

A) State any two benefits of corporate blogs.

2

B) Explain the uses of Customer Relationship Management software in an organization.

3

C) Explain any two types of website navigation schemes with appropriate examples.

5

3. Answer the following :

A) State any two measures for E-Mail security.

2

B) Briefly explain the steps involved in order planning.

3

C) Explain the stages involved in the procurement life cycle of a company.

5

P.T.O.



4. Answer the following :

A) State any two advantages of E-Marketing. 2

B) Mention any two services offered by Value Added Networks. 3

C) Write a note on EDI standards. 5

5. Answer the following :

A) What is meant by non-repudiation ? 2

B) State any three risk management options for providing e-commerce security. 3

C) 'Electronic payments are prone to security threats'. Explain how security is hardened in e-payments. 5



B.C.A. (Semester – VI) Examination, April 2019
MANAGEMENT INFORMATION SYSTEMS

Duration : 2 Hours

Max. Marks : 50

Instructions : 1) **All questions are compulsory.**
2) **Figures to the right indicate full marks.**

1. A) Name the following : (1×5=5)

- i) It finds patterns and relationships in massive amounts of data that are too complicated for human to analyze.
- ii) Refers to programs that help people work together collectively while located remotely from each other.
- iii) Uses a computer to prepare output that is very close in quality to that produced by a typesetter.
- iv) It is a network of business processes for procuring raw materials, transforming these into finished products and distributing the finished products to customers.
- v) A system with feedback and control elements to make it self-regulating and self-monitoring.

B) State whether the following statements are **True** or **False** : (1×5=5)

- i) MIS should be future-oriented.
- ii) Technical staff turnover, safety compliance, budget, operational cost are sources of operational information.
- iii) Delays, of whatever nature, destroys the value of information.
- iv) A system cannot be composed of sub-systems.
- v) The move towards globalization is increasing complexity in the supply chain.

2. Answer the following :

- A) List any two sources of operational information. 2
- B) Explain in brief the impact of SCM systems. 3
- C) Explain the knowledge management value chain. 5



3. Answer the following :
- A) State any 2 functions of MIS. 2
 - B) Briefly explain any 2 tools of decision making. 3
 - C) Explain the types of knowledge management systems. 5
4. Answer the following :
- A) Compare strategic and tactical information. 2
 - B) What are the advantages of ESS ? 3
 - C) Write a short notes on : 5
 - i) Fuzzy logic systems
 - ii) Case-based reasoning.
5. Answer the following :
- A) What is OAS ? Give one limitation of OAS. 2
 - B) *"MIS should be integrated and developed on the exception based principle".*
Comment. 3
 - C) Write a short note on SCM systems. 5



B.C.A. (Semester – VI) Examination, April 2019
MULTIMEDIA TECHNOLOGY

Duration : 2 Hours

Max. Marks : 50

- Instructions :** 1) **All questions are compulsory.**
2) **Figures to the right indicate full marks.**
3) **Draw diagrams wherever necessary.**

1. A) Define the following : (1×5=5)
- a) Animation
 - b) Aliasing w.r.t. signal processing
 - c) Codec
 - d) Aspect ratio
 - e) Infrasonic.
- B) State whether **each** of the following statements is **true** or **false**. (1×5=5)
- a) MPEG is the file format standard and compression specifications for video and audio data.
 - b) When using graphics software, a native file format means that the image properties/attributes are retained and can easily be edited.
 - c) Discrete refers to media involving space dimension only.
 - d) Acoustics is the branch of physics that studies sound.
 - e) VGA stands for Video Graphic Array.
2. Answer the following :
- a) State an advantage and a disadvantage of MIDI over digital audio. 2
 - b) John Rambo was listening to the AM Radio for top secret information on the enemy. John only had 10 MB of internet downloads left in the month. Could John listen to the full transmission if the sample size was 22,050 Hz at 8 bit for 5 minutes on stereo ? 3
 - c) Explain the graphics interchange format w.r.t. its versions and its usage over the internet. 5



3. Answer the following :

- a) What is the need for compression of multimedia data ? 2
- b) Briefly explain the purpose and use of vector graphics. 3
- c) Compare and contrast between print media and electronic media. 5

4. Answer the following :

- a) List any two features of .BMP file. 2
- b) What is the concept of 'Video on demand' in Multimedia ? 3
- c) Explain I, B, P and D frame pictures related to MPEG encoding. 5

5. Answer the following :

- a) What is a Band-Pass Filter ? 2
 - b) Briefly explain the 'Time-based' multimedia authoring tools. 3
 - c) Explain the application of multimedia in Advertisement and Medicine. 5
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B.C.A. (Semester – VI) Examination, April 2019
NON-COMPUTER SCIENCE (Elective)
Entrepreneurship Development

Duration : 2 Hours

Total Marks : 50

- Instructions :** 1) **All questions are compulsory.**
2) **Figures to the right indicates full marks.**
3) **From Q. 2 to Q. 5 attempt either (A and B) or (X and Y).**

1. Write short notes on : (5×2=10)

- A) Role of incubation centres
- B) Women entrepreneurs
- C) Capital structure
- D) Test marketing
- E) Technical feasibility.

2. Answer the following : (2×5=10)

- A) How will you distinguish intrapreneurs from entrepreneurs ?
- B) Explain any 5 different types of entrepreneurs.

OR

- X) "Entrepreneurs require typical skills to be successful in the business".
Explain.
- Y) Explain the various challenges faced by entrepreneurs.

3. Answer the following : (2×5=10)

- A) State and explain the various sources of generating project ideas.
- B) Enumerate on the factors to be considered for environmental scanning.

OR

- X) What is Market Research? Explain the significance of conducting Market Research.
- Y) Explain in brief the steps involved in identification of business opportunities.



4. Answer the following :

(2×5=10)

- A) What is Project Report ? Explain the significance of Project Report.
- B) State and explain the importance of Financial Management.

OR

- X) Briefly explain the elements of Marketing Mix.
- Y) What is Market segmentation ? Explain its importance.

5. Answer the following :

(2×5=10)

- A) "Selection is a negative process". Explain.
- B) Explain SWOT analysis as a technique of identification and analysis of business opportunity used by entrepreneurs.

OR

- X) Explain Peter Drucker's seven sources of Purposeful innovation.
- Y) State and explain the stages of Product Life Cycle.