



SRN – 17

M.Com. (Semester – I) Examination, April 2016
COC105 : ADVANCED IT APPLICATIONS FOR BUSINESS (OA – 18)

Duration : 3 Hours

Total Marks : 60

- Instructions :** 1) This paper consists of **nine** questions carrying **equal** marks.
2) Question No. 1 consists of **5 compulsory** questions of **2 marks each**.
3) Answer **any 5** questions from Question 2, 3, 4, 5, 6, 7, 8 and 9.
4) **Each** question carries **10** marks. Figures to the **right** indicate marks.

1. Answer the following short questions in brief : (5×2=10)
 - a) State two advantages and disadvantages of e-commerce.
 - b) Mention features of Electronic Data interchange.
 - c) Describe the types of clouds.
 - d) State four challenges faced by Business Process Reengineering efforts.
 - e) Give two points of difference between knowledge verification and discovery.
 2. Describe the various design principles used in developing e-commerce websites. 10
 3. Explain the following :
 - a) Electronic Payment System. 3
 - b) Essentials of a Good Electronic Payment System. 7
 4. Elaborate the concept of Electronic Customer Relationship Management and its strategies with a suitable example. 10
 5. Write a note on the following :
 - a) Cloud Security. 5
 - b) Advantages and disadvantages of cloud computing. 5
 6. Illustrate and explain the Cloud Cube Model. 10
 7. Write a detailed note on the different phases of Enterprise Resource Planning (ERP) implementation. 10
 8. Discuss why data warehouses are important and how they can be integrated with Enterprise Resource Planning Systems. 10
 9. 'Web based surveys are the new definition of business research'. Discuss. 10
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