



SRN – 19

M.Com. (Semester – I) Examination, April 2017
COC105 : ADVANCED IT APPLICATIONS FOR BUSINESS (OA – 18)

Duration : 3 Hours

Max. 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) Give four application of cloud computing.
 - b) Hashing Algorithm
 - c) Give two points of differentiation between English Auction v/s Dutch Auctions.
 - d) Explain Digital Certificate.
 - e) Give two points of differentiation between Block Cipher v/s Stream Cipher.
2. "Biggest Challenge faced today by any E-commerce player is getting more traffic to their website". Suggest some strategies to increase traffic to E-commerce website. 10
3. Explain any four risks associated with E-commerce and tools to mitigate those risks. 10
4. Explain the following:
 - a) Virtual communities 3
 - b) Applications of virtual communities in Marketing. 7
5. Discuss any five E-learning Tools and Technologies ? 10

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6. Discuss in detail Service model of Cloud computing. 10
 7. Explain in detail ERP implementation process. 10
 8. Explain in detail concept of
 - a) Data warehousing 5
 - b) Data mining. 5
 9. Explain in detail :
 - a) Business Intelligence and its applications. 5
 - b) Tools to do data mining on data from Social Networking Sites. 5
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