

Vidya Vikas Mandal's
Shree Damodar College of Commerce & Economics, Margao
Second Year B.Com Semester IV Semester End Examination, April 2018

Computer Applications in Business (Applied Component)

Duration : 1 ½ Hours

Max. Marks : 40

Instructions :

1. Figures to the right indicate maximum marks
2. Start each new question on a fresh page

Q1. A) Explain Porter's Value chain model (10)

OR

Q1.X) Write a note on Internet Shopping and the trade cycle. (10)

Q2. A) Explain the scope of E-Commerce and the three generic trade cycles with a neat diagram (10)

OR

Q2.X) Define EDI. What are the direct advantages of EDI? Explain the EDIFACT standard used in EDI communications with a neat diagram. (10)

Q3. A) Explain the functions of the different Internetworking devices used in a network (10)

OR

Q3.X) Explain the following Internet applications

(i) Blogs (ii) Social Networking (iii) Search engines (10)

Q4. A) What is electronic banking? Explain its advantages and disadvantages. What are the precautions a consumer should take during online banking? (10)

OR

Q4.X) What is online trading? How is it different from online trading? State the advantages of Dematerialisation. (10)