Q.6   Attempt any two:

i.   What is ERP? Explain methods and benefits of ERP.   **5**

ii.   Describe the applications and issues of E-Marketing.   **5**

iii.   Differentiate between E-Publishing and E-books. Write one example of each.   **5**

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Enrollment No...................................

Faculty of Commerce
End Sem (Even) Examination May-2019
CM3EC08 IT & Its Implications in E Business
Programme: B.Com.(Hons)   Branch/Specialisation: Commerce

Duration: 3 Hrs.   **Maximum Marks: 60**

Note: All questions are compulsory. Internal choices, if any, are indicated. Answers of Q.1 (MCQs) should be written in full instead of only a, b, c or d.

Q.1   i.   Information Technology Association of America has defined **1** information technology as

(a) Clusters of raw data and furnished misleading knowledge

(b) The study, design, development, application, implementation, support or management of computer-based information systems

(c) Included raw data only use for various purposes

(d) Data which are not cleared and include pre-knowledge

ii.   There are five components of Information System are   **1**

(a) Human resources and procedures, Databases and data warehouses, Telecommunications Computer software, Computer hardware

(b) Human resources and procedures, Databases and data warehouses, Telecommunications Computer software

(c) Human resources and procedures, Databases and data warehouses, Telecommunications

(d) Human resources and procedures, Databases and data warehouses

iii.   E-business means   **1**

(a) Is trading not in products or services using computer networks, such as the Internet

(b) Is trading in products or services, not using computer networks, such as the Internet

(c) Is trading in products or services using computer networks, such as the Internet

(d) Is trading in products or services using computer networks, such as the hard documents

P.T.O.

iv. The main goals of e-business are **1**
    (a) Wider reach, customer experience, without moving from legacy systems, new revenue collecting techniques
    (b) No wider reach, customer experience, ease of moving from legacy systems, new revenue collecting techniques
    (c) Less reach, customer experience, ease of moving from legacy systems, new revenue collecting techniques
    (d) Wider reach, customer experience, ease of moving from legacy systems, new revenue collecting techniques

v. Four networking are there **1**
    (a) LAN, MAN, WAN, CAN
    (b) LAN, MAN, WAN, HAN
    (c) LAN, MAN, WAN, DAN
    (d) LAN, MAN, WAN, TAN

vi. The meaning of HTML is **1**
    (a) Hyper Text Mark Language
    (b) Hyper Text Mark Languages
    (c) Hyper Text Mark-up Language
    (d) Hyper Text Marks Language

vii. Main goals of e-payments is **1**
    (a) Making transaction
    (b) Supply chain management
    (c) Not defined
    (d) None of these

viii. The SET is the **1**
    (a) Secure Electronic Transaction
    (b) Secure Electronics Transaction
    (c) Secure Electronic Transactions
    (d) Secure Electronic Transaction Protocol

ix. The ERP is **1**
    (a) Enterprise resource planners
    (b) Enterprise resource planning
    (c) Enterprise resource plan
    (d) Enterprise resource plannings

x. Meaning of CRM is **1**
    (a) The combination of practices, strategies and technologies that companies use to manage Customers
    (b) No combination of practices, strategies and technologies that companies use to manage Customers
    (c) Single combination of practices, strategies and technologies that companies use to manage Customers
    (d) The combination of practices, strategies and technologies that companies use not to manage Customers

Q.2   i. Differentiate between Data and Information System. **2**
    ii. Write down the three main important points of Computer science and Information technology. **3**
    iii. Explain the organisation structure with neat diagram in any IT company. **5**
OR   iv. Explain the different Component of Information System with one example each. **5**

Q.3   i. What is E- Business? **2**
    ii. Write down the three opportunities of the E- Business. **3**
    iii. Write down five different points in favour and against of Traditional Business Mechanism. **5**
OR   iv. Explain five advantages and disadvantage of the E-Business. **5**

Q.4   i. Explain the concept of HTML? **2**
    ii. Differentiate between LAN and WAN? **3**
    iii. Write short note on: **5**
       (a) Network Access Equipment   (b) Network cable
OR   iv. Write down the main five features of broadband communication **5**

Q.5   i. Write short note on: **4**
       (a) E -PAYMENTS   (b) Smart Cards
    ii. Describe six features of Secure Electronic Transaction Protocol. **6**
OR   iii. Define credit card and give any four merits of debit cards. **6**

Q.1 i.   Information Technology Association of America has defined **1**
          information technology as
          (a) Clusters of raw data and furnished misleading knowledge
     ii. There are five components of Information System are **1**
          (c) Human resources and procedures, Databases and data warehouses,
              Telecommunications
     iii. E-business means **1**
          (a) Is trading not in products or services using computer networks,
              such as the Internet
     iv. The main goals of e-business are **1**
          (d) Wider reach, customer experience, ease of moving from legacy
              systems, new revenue collecting techniques
     v.   Four networking are there **1**
          (a) LAN, MAN, WAN, CAN
     vi. The meaning of HTML is **1**
          (c) Hyper Text Mark-up Language
     vii. Main goals of e-payments is **1**
          (a) Making transaction
     viii. The SET is the **1**
          (d) Secure Electronic Transaction Protocol
     ix. The ERP is **1**
          (b) Enterprise resource planning
     x.   Meaning of CRM is **1**
          (a) The combination of practices, strategies and technologies that
              companies use to manage Customers

Q.2 i.   Differentiate between Data   1 mark   **2**
          Information System.   1 mark
     ii. Three main important points of Computer science and Information **3**
          technology 1 mark for each   (1 mark * 3)
     iii. Organisation structure   3 marks   **5**
          Diagram in any IT company.   2 marks
OR   iv. Component of Information System with one example each. **5**
          1 mark for each   (1 mark * 5)

Q.3 i.   E- Business   2 marks   **2**

     ii. Three opportunities of the E- Business **3**
          1 mark for each opportunity   (1 mark * 3)
     iii. Five different points in favour of **5**
          0.5 mark for each (0.5 mark * 5)   2.5 marks
          Five different points in against of
          0.5 mark for each (0.5 mark * 5)   2.5 marks
OR   iv. Five advantages of the E-Business **5**
          0.5 mark for each (0.5 mark * 5)   2.5 marks
          Five disadvantages of the E-Business
          0.5 mark for each (0.5 mark * 5)   2.5 marks

Q.4 i.   Concept of HTML   **2**
     ii. Difference between LAN and WAN   **3**
          Any three points 1 mark for each   (1 mark * 3)
     iii. Write short note on: **5**
          (a) Network Access Equipment   2.5 marks
          (b) Network cable   2.5 marks
OR   iv. Main five features of broadband communication **5**
          Any five points 1 mark for each   (1 mark * 5)

Q.5 i.   Write short note on: **4**
          (a) E -PAYMENTS   2 marks
          (b) Smart Cards   2 marks
     ii. Six features of Secure Electronic Transaction Protocol **6**
          1 mark for each   (1 mark * 6)
OR   iii. Credit card   2 marks   **6**
          Any four merits of debit cards.
          1 mark for each (1 mark * 4)   4 marks

Q.6   Attempt any two:
     i.   Definition of ERP   1 mark   **5**
          Any two methods of ERP   2 marks
          Benefits of ERP   2 marks
     ii. Applications of E-Marketing   2.5 marks   **5**
          Issues of E-Marketing   2.5 marks
     iii. Difference b/w E-Publishing and E-books **5**
          Any five points   4 marks
          Example   1 mark

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