

FIFTH SEMESTER B.Com. DEGREE EXAMINATION, NOVEMBER 2024

(Regular/Improvement/Supplementary)

COMPUTER APPLICATION

GBCM5B12T: COMPUTER APPLICATIONS IN BUSINESS

Time: 2 ½ Hours

Maximum Marks: 80

SECTION A: Answer the following questions. Each carries *two* marks.

(Ceiling 25 marks)

1. What is a network?
2. Write two examples for output devices.
3. Expand NIC.
4. State two examples for operating systems.
5. What is RAM?
6. Give two examples for LAN.
7. Distinguish between internet and intranet.
8. List out the advantages of computers in business.
9. What is a blog?
10. What is web designing?
11. Expand CMS.
12. What is B2B?
13. Who is an online retailer?
14. Define portal.
15. Who is a hacker?

SECTION B: Answer the following questions. Each carries *five* marks.

(Ceiling 35 marks)

16. Explain the various parts of new generation computers.
17. Write a note on search engine marketing.
18. What are the security measures to be taken when publishing content online?
19. What is the role of HTML, CSS and JavaScript in web publishing?
20. How does B2C works?
21. List out the limitations of e-commerce.
22. Explain various security threats in online payment systems.
23. Write a note on HTML Tags.

SECTION C: Answer any *two* questions. Each carries *ten* marks.

24. Enumerate and discuss the steps involved in creating an HTML document.
25. Elaborate the security measures of online payment systems.
26. Discuss the different types of online payment systems.
27. Explain the various steps involved in creating a website.

(2 X 10 = 20 Marks)