Total No. of Printed Pages: 2

SUBJECT CODE NO:- C- 3056
FACULTY OF COMMERCE & MANAGEMENT
B.Com S.Y. (Sem-IV)
Examination November/December- 2022
I.T Application in Business-IV

[Time: 2:00 Hours]   [Max. Marks: 50]

Please check whether you have got the right question paper.

N.B   1) Q.no 1 is compulsory.
                             2) solve any three Questions from Q.NO 2 to Q.NO.6

Q. 1 A] Multiple choice questions   04

1) Which of the following is not a function of E-commerce?

a) Marketing   c) Warehousing

b) Advertising   d) none of these

2) URL stands for:

a) Uniform Resource Locator

b) Uniform Random Locator

c) Universal Random Locator

d) Uniform Random Locator

3) Which one is not an online payment mode?

a) Cash on delivery   c) credit card

b) debit card   d) e-cheque

4) OTP stands for-

a) On Time password

b) One Time password

c) One-time processor

d) None of these

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B] Fill in the blanks   04

    1. _____e-commerce transaction has the advantage of eliminating middle men

    2. ____is the function of specifying access rights resource related information security?

    3. Website of an educational institute provides information regarding various ____, faculty to the student.

    4. SET means_____

Q. 2   What is E –Market place. Explain its structure and Types of E-marketplace?   14

Q. 3   Explain different Digital payment methods?   14

Q.4   What is E –Governance? What are challenges and opportunities of E- government?   14

Q.5   Explain online employment portal and its benefit with example   14

Q.6   Short notes (Any two)   14

    i.   E- Business models

    ii.   CRM

    iii.   E-Tourism