I Semester M.Com. Degree Examination, August/September 2021
(CBCS Scheme) (2020-21 and Onwards)
Paper – 1.4 : COMMERCE
Information Technology for Business

Time : 3 Hours

Max. Marks : 70

SECTION – A

1. Answer **any seven** questions out of ten. **Each** question carries **two** marks : **(7×2=14)**

   a) Define e-commerce.

   b) Define Artificial Intelligence.

   c) What is Affiliate marketing ?

   d) What is DNS ? Explain.

   e) What is Web portal ? Name any four types of Web portals.

   f) What is a Cybercrime ?

   g) What is a Session Key ?

   h) What is EDI ? Name its applications.

   i) What is SSL ?

   j) What is Data Diddling ?

SECTION – B

Answer **any four** questions out of six. **Each** question carries **five** marks : **(4×5=20)**

2. Compare and contrast E-commerce Vs Traditional commerce.

3. Explain the framework of e-commerce.

4. How Electronic catalogues will benefit the customers and e-tailer ? Evaluate.

5. Discuss about ISO 27001 guidelines.

6. With a neat diagram, explain the process of obtaining a digital signature.

7. Explain the EDI standards and its applications.

SECTION – C

Answer **any two** questions out of four. **Each** question carries **twelve** marks. (2×12=24)

8. Explain in detail about E-Commerce Business Revenue Models and its types.

9. How do you go about deciding the applications of computers in a business organisation ? Give examples of IT application in accounting and finance.

10. What are the threats associated with e-commerce and how can we safeguard ourselves from these threats ?

11. Explain few important Sections of IT Amendment Act (ITAA) 2018.

SECTION – D

Answer the following question : (1×12=12)

12. Multibase Company Limited is a diversified business group with interests in fabric and yarn manufacturing, paper and pulp, and cement. Its eight manufacturing units are located across the country – one for fabric, two for yarn, two for paper and pulp, and three for cement. While the head of each unit has considerable operational autonomy, strategic decisions, considering these units, such as capacity expansion, procurement of new technology involving substantial investment, etc., are made at the headquarters, located in Delhi. The headquarters monitor the performance of every unit though weekly and monthly reports are which are prepared by CBIS installed at each unit. Often considerable amount of time of the senior executives based at the headquarters is taken away in analyzing these reports and drawing inferences for planning and control. The result is that the senior executives have little time for strategic thinking which they feel is a must in the present competitive environment. The CEO of the company has thus proposed to develop suitable computer based systems which might be helpful in understanding the current status of various manufacturing units in terms of their overall performance, the type of environmental constraints that operate in the three business that exist for enhancing capacity in these business areas.

    a) What systems would you propose that would serve the company's needs ?

    b) Justify the requirement of a Chief Information Officer (CIO) in the context of the given case.