FIFTH SEMESTER B.Com./B.B.A. DEGREE EXAMINATION
NOVEMBER 2020

(CUCBCSS—UG)

B.Com.

BCM 5B 10—COMPUTER APPLICATION SPECIALIZATION I—COMPUTER APPLICATIONS IN BUSINESS

(2017 Admissions)

Time : Three Hours   Maximum : 80 Marks

Section A

Answer all questions.
Each question carries 1 mark.

(A) Fill in the blanks :

1 General program that is used to help users and work as an interface between computer and users is called —————————.

2 A network comprising of multiple topologies is called —————————.

3 The ————————— tag is not used if you want to indicate the importance of the phrase ?

4 In URL encoding replaces non-ASCII characters with —————————.

5 The dimension of e-commerce that enables commerce across national boundaries is called —————————.

(B) Choose the correct answer :

6 Which of the following statement is not true ?

  a) XHTML DOCTYPE is mandatory.

  b) The xmlns attribute in <html> is mandatory.

  c) <html>, <head>, <title>, and <body> are mandatory.

7   What indicates the content in file is HTML when delivered on the network ?

    a)   The extension of the file ".html"

    b)   The "content-type" header.

    c)   Both ".html" extension and "content-type" header.

    d)   The "content_type" header.

8   Which of the following is not considered to be one of the three-phases of e-commerce ?

    a)   Innovation.
                         b)   Consolidation.

    c)   Preservation.
                         d)   Reinvention.

9   Wireshark is a ——————— tool.

    a)   Network protocol analysis.
               b)   Network connection security.

    c)   Connection analysis.
               d)   Defending malicious packet-filtering.

10   ACL stands for ———————.

    a)   Access Condition List.
               b)   Anti-Control List.

    c)   Access Control Logs.
               d)   Access Control List.

(10 × 1 = 10 marks)

Section B

*Answer at least **five** questions.*
Each question carries 4 marks.
All questions can be attended.
Overall ceiling 20.

11   What is a browser ?

12   What is a Protocol ?

13   What are some of the common lists that can be used when designing a page ?

14   How do you create multicolored text in a webpage ?

15   What is the hierarchy that is being followed when it comes to style sheets ?

16   What is e-marketing ?

17   Explain the Term "Web Hosting".

18   What is a debit card ?

19 What do you mean by digital payment ?

20 What is Encryption ? What are the factors to be considered while selecting a computer ?

<div align="right">(5 × 4 = 20 marks)</div>

Section C

Answer at least **four** *questions.*
Each question carries 8 marks.
All questions can be attended.
Overall ceiling 32.

21 What is network topology ? What are its types ?

22 What is 'tag' in HTML ? Explain with examples.

23 Briefly explain 'hyperlinks'.

24 What is a meta tag ? Explain its uses.

25 Explain B2C business model.

26 What is internet banking ?

27 Distinguish between virus and trojen horse.

28 What are the features of a modern PC ?

<div align="right">(4 × 8 = 32 marks)</div>

Section D

Answer any **one** *question.*
Each question carries 18 marks.

29 Briefly explain the security threats and precautions required in internet and e-commerce.

30 Explain briefly the structure of HTML.

31 Write a brief note on digital payments.

<div align="right">(1 × 18 = 18 marks)</div>