PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BCom DEGREE EXAMINATION MAY 2023
(Sixth Semester)

Branch – COMMERCE WITH COMPUTER APPLICATION

DISCIPLINE SPECIFIC ELECTIVE - II: ENTERPRISE RESOURCE PLANNING

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)
Answer ALL questions
ALL questions carry EQUAL marks

(10 x 1 = 10)

1. The most important step of ERP implementation is _____ phase.
   (i) Installing
   (ii) Training
   (iii) Gab analysis
   (iv) Testing

2. Market risk management plays a vital role in analyzing_____.
   (i) Company's growth
   (ii) Company's Competitiveness
   (iii) Company's sales
   (iv) Product quality

3. Parameters of Micro Level Re-engineering are
   (i) Optimization
   (ii) Diversity
   (iii) Technology
   (iv) Competitor's analysis

4. _____ departments use OLAP for applications such as budgeting activity based costing and so on.
   (i) Financial
   (ii) Marketing
   (iii) Purchasing
   (iv) Sales

5. _____ process decides the success or failure of the project.
   (i) Handling the vendors
   (ii) Role of Technology
   (iii) Selection process
   (iv) Implementation

6. Who are the primary users of SCM systems?
   (i) Sales, marketing, customer service
   (ii) Accounting, finance, logistics and production
   (iii) Customers, resellers, partners, suppliers and distributors
   (iv) All of the above

7. Which one of the following is not an ERP Module?
   (i) HR
   (ii) Inventory
   (iii) Procurement
   (iv) Data Warehouse

8. _____ module in ERP automates billing tasks, account reconciliation, vendor payments and more.
   (i) Finance and Accounting
   (ii) Human Capital Management
   (iii) Procurement
   (iv) Order Management

9. _____ is one of the first activities in all ERP Project.
   (i) Modeling
   (ii) Business Modeling
   (iii) Financial control
   (iv) Planning

10. Executive committee is headed by _____.
    (i) End users
    (ii) Consultant
    (iii) CIO or CEO
    (iv) Vendor

Cont...

SECTION - B (35 Marks)
Answer ALL Questions
ALL Questions Carry EQUAL Marks   (5 x 7 = 35)

11 a   Explain about the basic concepts of ERP.
OR
   b   State the advantages of ERP.

12 a   Sketch out the concept of BPR.
OR
   b   List out the functions of Data warehousing.

13 a   State the reasons for the Acquisition of ERP.
OR
   b   Explain about the ERP Project Management.

14 a   Describe the benefits of Human Resource Modules.
OR
   b   Define Marketing Management and Explain its functions.

15 a   Write short on ERP implementation phase.
OR
   b   Discuss the importance of SAP in Business Application.

SECTION - C (30 Marks)
Answer any THREE Questions
ALL Questions Carry EQUAL Marks   (3 x 10 = 30)

16   Discuss the importance of resource planning for a business organization.

17   Explain Business Intelligence Technology.

18   Describe the Success and Failure factors of an ERP implementation.

19   Discuss the Finance and Production module.

20   Trace out the on Evolution of ERP to ERP II.

Z-Z-Z   END

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BCom DEGREE EXAMINATION MAY 2023
(Sixth Semester)

Branch – COMMERCE WITH COMPUTER APPLICATION

DISCIPLINE SPECIFIC ELECTIVE-II: E-BUSINESS MODELS AND PRACTICE

Time: Three Hours   Maximum: 75 Marks

SECTION-A (10 Marks)
Answer ALL questions
ALL questions carry EQUAL marks   (10 x 1 = 10)

1   Which of the following is not a key element of a Business model?
(i) Value proposition   (ii) Competitive advantage
(iii) Market strategy   (iv) Universal standards

2   Compared to B2C e commerce B2B e commerce is -------------.
(i) of equal size   (ii) slightly smaller
(iii) slightly larger   (iv) much larger

3   The Most prevalent online payment method is ---------.
(i) Paypal   (ii) Checks
(iii) Credit cards   (iv) Debit

4   E- Business can be defined as ------------------------------.
(i) the uninhibited flow of information and goods on the web
(ii) the use of the internet and the web to transact business
(iii) digitally enabled transactions and processes within an organization
(iv) commercial transactions involving electronic goods.

5   Management of supply chain through Internet is called ------------------.
(i) E- CRM   (ii) E- Supply chain
(iii) E Commerce   (iv) All the above

6   E-wallet is/are.......... .
(i) Secured with password   (ii) Authenticates the holder's credentials
(iii) Stores personal information   (iv) Allows price comparison shopping
(i) i, ii, iii, iv   (ii) i, ii   (iii) iii, iv   (iv) i, ii, iii

7   Electronic delivery of computer software, photographs, videos, books (e-books) and journals (e-journals) and other multimedia content to the user's computer is
(i) e-Procurement   (ii) e-Bidding/e-Auction
(iii) e-Communication/e-Promotion   (iv) e- delivery

8   All of the following are challenges to online retail except --------------.
(i) Consumer concerns about the security of transactions
(ii) Consumer concerns about the privacy of personal information given to Web sites
(iii) Delays in delivery of goods when compared to store shopping
(iv) Inability to change prices nearly interactive feature of news paper websites

9   What is the most commonly offered interact feature of newspaper Websites?
(i) video   (ii) comments on blogs   (iii) RSS feeds   (iv) Podcasts

10 Which of the following is not considered to be drawback of internet auctions?
(i) market inefficiency   (ii) trust risks
(iii) fulfillment costs   (iv) delayed consumption costs

SECTION - B (35 Marks)
Answer ALL Questions
ALL Questions Carry EQUAL Marks (5 x 7 = 35)

11 a) Bring out the elements of E business model.

OR

   b) Compare the internet marketing with e tailing.

12 a) Explain the features of E market place.

OR

   b) Outline the types of auctions.

13 a) Outline the benefits of E procurement.

OR

   b) Explain the uses of smart card.

14 a) Explain the advantages of online job markets.

OR

   b) Narrate the demand delivery benefits for enterprise.

15 a) Outline the techniques of search engine optimization.

   b) Describe the process required for developing website.

SECTION - C (30 Marks)
Answer any THREE Questions
ALL Questions Carry EQUAL Marks   (3 x 10 = 30)

16   Enumerate the various feature of E commerce.

17   Discuss the benefits and limitations of e auction.

18   Discuss the three phases of customer life cycle in e-Business.

19   Enumerate the online delivery of digital products, entertainment and media.

20   Discuss the funding option available to start the business.

Z-Z-Z   END

PSG COLLEGE OF ARTS & SCIENCE
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BCom DEGREE EXAMINATION MAY 2023
(Third Semester)

Branch – **COMMERCE WITH COMPUTER APPLICATION**

FUNDAMENTALS OF C & C++

Time: Three Hours   Maximum: 50 Marks

SECTION-A (5 Marks)
Answer **ALL** questions
ALL questions carry **EQUAL** marks   (5 x 1 = 5)

1. Identify in C programming language, which of the following type of operators have the highest precedence
   i) Relational Operators
   ii) Equality Operators
   iii) Logical Operators
   iv) Arithmetic Operators

2. Where we cannot use the keyword 'break' simply within _____.
   i) While   ii) for   iii) f-else   iv) do-while

3. Comment on the following pointer declaration? Int *ptr, p;
   i)ptr is a pointer to integer, p is not
   ii) ptr and p, both are pointers to integer
   iii) ptr is pointer to integer, p may or may not be
   iv) ptr and p both are not pointers to integer

4. Match OOPs
   i) Object Oriented Programming
   ii) Object Oral Programming
   iii) Object opposite Programming
   iv) Object Oval Programming

5. How many basic types of inheritance are provided as OOP feature?
   i) 4   ii) 3   iii) 2   iv) 1

SECTION - B (15 Marks)
Answer **ALL** Questions
ALL Questions Carry **EQUAL** Marks   (5 x 3 = 15)

6 a Outline the Basic Structures of C.
                        OR
   b Explain the rules of identifiers.

7 a Develop if and if...else statement.
                        OR
   b Describe for loop statement.

8 a Bring out Structure in C.
                        OR
   b Write syntax, declaration and initialization of pointers.

9 a Draw the Basic C++ Structure.
                        OR
   b Produce Class and Object.

10 a Prepare the Function Overloading.
                        OR
    b Organize the Single Inheritance.

SECTION -C (30 Marks)
Answer **ALL** questions
ALL questions carry **EQUAL** Marks   (5 x 6 = 30)

11 a Classify the Operators in C.
OR
   b What are the Data types in C? Give Examples.

12 a Examine the Control Structures in C.
OR
   b How to pass Parameters in Functions? Give with neat examples.

13 a Differentiate the Structures and Union in C.
OR
   b Enumerate the String Library Functions.

14 a Elucidate OOPs concept in C++
OR
   b Write sample program for Constructor and Destructors.

15 a Elaborate the types of Inheritance with diagram.
OR
   b Explicit the Polymorphism and Virtual Functions.

Z-Z-Z   END