

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BCom DEGREE EXAMINATION DECEMBER 2024
(Fifth Semester)

Branch – COMMERCE WITH COMPUTER APPLICATIONS

.NET PROGRAMMING

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (5 x 1 = 5)

- 1 Which of the following is NOT a component of the .NET Framework?
(i) Common Language Runtime (CLR) (ii) Framework Class Library (FCL)
(iii) ASP.NET (iv) Java Virtual Machine (JVM)
- 2 Which method is used to display a message box in Visual Basic .NET?
(i) Message.Show() (ii) Alert.Show()
(iii) MsgBox() (iv) Box.Show()
- 3 Which event occurs when a form is initially displayed to the user in Visual Basic .NET?
(i) Load (ii) Activate
(iii) Initialize (iv) Display
- 4 Which of the following is a common dialog control in Visual Basic .NET?
(i) ColorDialog (ii) MessageBox
(iii) ListBox (iv) TextBox
- 5 What property of a DataAdapter is used to specify the SQL statement that retrieves data from the database?
(i) SelectCommand (ii) DataCommand
(iii) SQLCommand (iv) QueryCommand

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 3 = 15)

- 6 a. Explain the purpose of the .NET Framework in application development.
OR
b. Discuss about the Common Language Runtime (CLR) in .NET.
- 7 a. Describe the purpose of a message box in a Windows Forms application.
OR
b. Explain how changing the form style can affect the look and feel of an application?
- 8 a. Discuss about Windows Forms controls, and what is their purpose?
OR
b. Describe how grouping controls (e.g., using GroupBox or Panel) can improve form organization?

Cont...

- 9 a Describe how a StatusBar can be used to display information to users?
OR
b Explain how the FontDialog control is used to select fonts and font attributes?
- 10 a Detailed about the primary data components used in ADO.NET.
OR
b Discuss about DataAdapter and how does it interact with a DataSet?

SECTION -C (30 Marks)

Answer any **Three** questions

ALL questions carry **EQUAL** Marks

(3 x 10 = 30)

- 11 Discuss how controls like buttons, text boxes, and labels enhance the functionality of a form?
- 12 Design an application with multiple forms, each using a different form style based on its functionality.
- 13 Analyze the benefits of grouping controls for user interface design and maintainability.
- 14 Develop a form that uses multiple common dialog controls to handle various user interactions, such as opening files and saving settings.
- 15 Develop a code to use a DataReader to retrieve and display data from a database.

Z-Z-Z

END

PSG COLLEGE OF ARTS & SCIENCE
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BCom DEGREE EXAMINATION DECEMBER 2024
(Fifth Semester)

Branch – COMMERCE WITH COMPUTER APPLICATIONS

MAJOR ELECTIVE COURSE – I: E-BANKING AND INTERNET

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(5 x 1 = 5)

- 1 The term 'E-banking' includes:
 - (i) ATM
 - (ii) Mobile banking
 - (iii) Internet banking
 - (iv) All
- 2 UPI means
 - (i) Unique Payment Identification
 - (ii) Universal Payment Identification
 - (iii) Unified Payment Interface
 - (iv) Unique Payment Interface
- 3 Which is the first bank in India to use Block chain technology?
 - (i) HDFC
 - (ii) ICICI
 - (iii) Axis
 - (iv) HSBC
- 4 The maximum amount of money that can be stored in E-wallet is
 - (i) Rs.25,000
 - (ii) Rs.50,000
 - (iii) Rs.1,00,000
 - (iv) No restriction
- 5 Hoax email claiming to be from financial institutions is
 - (i) Trojan
 - (ii) Phishing
 - (iii) Virus
 - (iv) Adware Virus

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

- 6 a Differentiate E-banking from traditional banking

OR

b Explain in brief the role of E-banking in financial inclusion.
- 7 a So far, Mr. Shiva has not installed Mobile banking in his mobile phone. Guide him with the registration process.

OR

b Identify the ways to overcome security issues in mobile banking.
- 8 a Do ATM finds its relevance in the modern banking era? Enumerate your answer with practical applicability.

OR

b List down the usage of various types of cards in POS terminal.
- 9 a Summarise the opportunities and threats in electronic transfer of funds.

OR

b Contrast kiosk from ATM.

Cont...

- 10 a Bring out the reasons for E-banking security.
OR
b Explain briefly any 5 threats of bankers while undertaking E-banking activities.

SECTION -C (30 Marks)

Answer any **Three** questions

ALL questions carry **EQUAL** Marks

(3 x 10 = 30)

- 11 Analyse the various strategies adopted by the banking companies to manage the risks in E-banking. Infer the RBI guidelines for E-banking with its pros and cons.
- 12 Describe in detail about the concepts, features, benefits and threats of UPI in banking scenario.
- 13 Critically evaluate the modern developments in banking sector from ATM to AI and IoT.
- 14 Highlight the features of (i) SWIFT (ii) NEFT (iii) RTGS (iv) IMPS.
- 15 Discuss the initiatives taken by RBI to minimize/ overcome the cyber security threats in banking.

Z-Z-Z

END

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BCom DEGREE EXAMINATION DECEMBER 2024
(Fourth Semester)

Branch – COMMERCE WITH COMPUTER APPLICATIONS

FUNDAMENTALS OF JAVA PROGEAMMING

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(5 x 1 = 5)

1. What is the purpose of the "if" statement in java?
(i) Looping (ii) Decision Making
(iii) Variable Declaration (iv) 'Function Definition
2. Which of the following is not a OOPs concept in Java?
(i) Polymorphism (ii) Inheritance
(iii) Compilation (iv) Encapsulation
3. Identify the keyword used to import a package in java.
(i) include (ii) import
(iii) use (iv) require
4. What is a thread in java?
(i) a method (ii) a lightweight process
(iii) a data type (iv) a loop
5. Which method is used to draw a line in java graphics programming?
(i) drawLine() (ii) lineTo()
(iii) drawPath() (iv) createLine()

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

- 6 (a) Summarize data types in java.
OR
(b) Write the syntax of for statement with example.
7. (a) How to accessing a class member? Give an example.
OR
(b) Define constructor with example.
8. (a) Write about inheritance with example.
OR
(b) How to adding class to a package? Give example
9. (a) Write a note on life cycle of a thread..
OR
(b) Differentiate Error and Exception.
- 10 (a) What about life cycle of Applet?
OR
(b) Describe about Graphics class.

Cont...

SECTION -C (30 Marks)Answer any **Three** questions**ALL** questions carry **EQUAL** Marks

(3 x 10 = 30)

11. Give a brief note on (a) Java program structure (b) switch statement
12. How to creating Array? Explain about one & two dimensional array.
- 13 Explain about interface with example
- 14 Describe about Exception handling concept. Explain in detail
15. Demonstrate a java program to display any three basic shapes with example.

Z-Z-Z

END

**PSG COLLEGE OF ARTS & SCIENCE
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**BCom DEGREE EXAMINATION DECEMBER 2024
(Third Semester)**

Branch – **COMMERCE WITH COMPUTER APPLICATIONS**

PRINCIPLES OF MARKETING

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	Which of the following is a primary goal of marketing? a) Product development b) Customer satisfaction c) Inventory management d) Supply chain efficiency	K1	CO1
	2	Outline the main goal of selling? a) To create products b) To provide information c) To close a sale d) To develop marketing strategies	K2	CO1
2	3	What is a benefit of market segmentation? a) Higher production costs b) Tailored marketing strategies c) Decreased customer loyalty d) Wider target audience	K1	CO2
	4	Classify the four Ps of the marketing mix. a) Price, Place, Product, Promotion b) People, Process, Price, Performance c) Planning, Production, Pricing, Promotion d) Product, Packaging, Place, People	K2	CO2
3	5	What characterizes the decline stage of a product life cycle? a) Increased market share b) Decreased sales and profits c) High marketing costs d) Rapid innovation	K1	CO3
	6	Show Which strategy would a company use to increase the depth of its product mix? a) Introduce a new product line b) Remove underperforming product c) Add variations of existing products d) Focus on one product only	K2	CO3
4	7	What is the term for setting a high price for a new product to maximize profit? a) Price skimming b) Penetration pricing c) Psychological pricing d) Value-based pricing	K1	CO4
	8	Relate the primary advantage of using intermediaries in distribution? a) Increased production costs b) Simplified logistics and broader market access c) Reduced inventory levels d) Higher prices	K2	CO4
5	9	Which of the following is a traditional form of advertising media? a) Television b) Social media c) Podcasts d) Online banners	K1	CO5
	10	Outline the function of advertising agencies? a) To sell products directly to consumers b) To manufacture goods c) To create, plan, and manage advertising campaigns d) To conduct market research only	K2	CO5

Cont...

SECTION - B (35 Marks)Answer **ALL** questions**ALL** questions carry **EQUAL** Marks

(5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Identify the features of Modern marketing.	K3	CO1
	(OR)			
	11.b.	Interview the problems of marketing management.		
2	12.a.	Classify the advantages of segmenting in the market.	K3	CO2
	(OR)			
	12.b.	Categorize the various stages involved in the buying decision process.		
3	13.a.	Classify the various steps to be followed in a new product introduction.	K4	CO3
	(OR)			
	13.b.	Discover the dimension of the product mix.		
4	14.a.	Examine the primary objectives of pricing.	K4	CO4
	(OR)			
	14.b.	List out the different types of wholesalers.		
5	15.a.	Explain the classification of advertising media.	K5	CO5
	(OR)			
	15.b.	Determine the qualities expected of a sales man?		

SECTION - C (30 Marks)Answer **ANY THREE** questions**ALL** questions carry **EQUAL** Marks (3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Categorizes the classification of market with suitable examples.	K3	CO1
2	17	Classify the various factors determining market segmentation.	K4	CO2
3	18	Categorizes the different stages of the product life cycle.	K4	CO3
4	19	Determine the various method of pricing.	K5	CO4
5	20	Elaborate briefly the use and objectives of advertising.	K6	CO5

**PSG COLLEGE OF ARTS & SCIENCE
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**BCom DEGREE EXAMINATION DECEMBER 2024
(Third Semester)**

Branch – **COMMERCE (COMPUTER APPLICATIONS)**

FUNDAMENTALS OF C PROGRAMMING

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** marks

(10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	Who is the father of C language? (a) Steve Jobs (b) James Gosling (c) Dennis Ritchie (d) Rasmus Lerdorf	K1	CO1
	2	Show the how Many Keywords are there in C? (a) 31 (b) 32 (c) 64 (d) 63	K2	CO1
2	3	Which statement will check if a is equal to b? (a) if a =b (b) if a==b; (c) if a===b (d) if a==b	K1	CO2
	4	Which of following is not a decision making statement (a) if statement (b) for statement (c) if-else statement (d) nested if statement	K2	CO2
3	5	Array is a _____ data structure. (a) Non-linear (b) Primary (c) Linear (d) Data type.	K1	CO3
	6	Show the maximum length of a C String? a) 32 characters b) 64 characters c) 256 characters d) None of the above	K2	CO3
4	7	Who defines the user-defined function? (a) Compiler (b) Computer (c) Compiler library (d) Users	K1	CO4
	8	Which symbol is used to declare a pointer? (a) * (b) # (c) & (d) &&	K2	CO4
5	9	What is the keyword used to define a structure in C? a) struct b) record c) class d) object	K1	CO5
	10	Outline the following keyword is used for union in c language? (a) un (b) unt (c) ion (d) union	K2	CO5

Cont...

SECTION - B (35 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Explain the various types of C tokens.	K2	CO1
		(OR)		
	11.b.	Explain the formatted input operator in C.		
2	12.a.	Identify the syntax of switch statement.	K3	CO2
		(OR)		
	12.b.	Identify the various conditional statements in C. with suitable examples.		
3	13.a.	How to build with one-dimensional array? Give an example.	K3	CO3
		(OR)		
	13.b.	Develop a C program to check whether the given string is palindrome or not.		
4	14.a.	Examine the need for user defined functions in C.	K4	CO4
		(OR)		
	14.b.	Analyze the declaration of pointer variables with an example.		
5	15.a.	Simplify declaration syntax of structure with an example.	K4	CO5
		(OR)		
	15.b.	List out the different mode of opening a file.		

SECTION -C (30 Marks)

Answer ANY THREE questions

ALL questions carry EQUAL Marks

(3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Classify the various types of operators using in C.	K4	CO1
2	17	Write a C program for finding the sum of digit using while loop statement.	K4	CO2
3	18	Explain the multi-dimensional arrays with example.	K5	CO3
4	19	Briefly explain the return value and their types.	K5	CO4
5	20	Discuss in briefly the input and output operations on files.	K6	CO5

Z-Z-Z

END

PSG COLLEGE OF ARTS & SCIENCE
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BCom DEGREE EXAMINATION DECEMBER 2024
(Fourth Semester)

Branch – COMMERCE WITH COMPUTER APPLICATIONS
FUNDAMENTALS OF e-COMMERCE AND m-COMMERCE

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(5 x 1 = 5)

1. Which of the following describes e-commerce?
a) Doing business electronically b) Doing business
c) Sale of goods d) Trading
2. Which type of card is a kind of payment card that transfers fund directly from the consumer's bank account to the merchant?
a) Debit card b) Credit card c) Smart card d) Payment card
3. What is the name for direct computer-to-computer transfer of transaction information contained in standard business documents?
a) internet commerce b) e-commerce
c) transaction information transfer d) electronic data interchange
4. Essential financial elements needed to develop successful business model in any field are _____
a) value proposition b) Revenue Model
c) competitive Advantage d) Hybrid Model
5. Which of the following is not a type of mobile app?
a) Native App b) Hybrid App c) Web App d) Desktop App

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

11. a) Bring out the forces fueling E-Commerce.
OR
b) Analyze the Network Infra structure for E-Commerce.
12. a) Narrate Credit card-based E-Payment systems.
OR
b) Classify the types of Firewalls.
13. a) Organize the issues behind Document Infra structure.
OR
b) Show EDI Application in Business.
14. a) Describe the significance of the PASS Model.
OR
b) Outline the objectives of M-Commerce
15. a) Summarize the emerging technologies in Mobile Computing.
OR
b) How Mobile Commerce risk security and payment methods are handled?

SECTION -C (30 Marks)

Answer ANY THREE questions

ALL questions carry EQUAL Marks

(3 x 10 = 30)

16. Classify the types of E-Commerce.
17. Justify E-Payment systems with example.
18. Elucidate Corporate Data Warehousing with example.
19. Differentiate E-Retailing from Traditional Retailing.
20. Highlight Infra structure and Fraud prevention methods for M-Payment.

Z-Z-Z- END

PSG COLLEGE OF ARTS & SCIENCE
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BCom DEGREE EXAMINATION DECEMBER 2024
(Fifth Semester)

Branch – COMMERCE WITH COMPUTER APPLICATIONS

BUSINESS COMMUNICATION

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(5 x 1 = 5)

1. Body language comes under _____.
(i) Verbal communication (ii) Non- Verbal communication
(iii) Both verbal and Non- Verbal communication (iv) Grapevine communication.
2. Orders and directives are the example of _____.
(i) Downward communication (ii) Upward communication
(iii) Diagonal communication (iv) Horizontal communication.
3. Report submitted after a thorough investigation is _____.
(i) Informative report (ii) Analytical report
(iii) Confidential report (iv) None of the above.
4. Admission of a new Partner is made through _____.
(i) circular letter (ii) sales letter
(iii) enquiry letter (iv) quotation letter
5. Deleted E-mails are stored in _____.
(i) inbox (ii) trash
(iii) sent (iv) spam

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

- 6 a. Distinguish between upward and downward communication.
OR
b. Bring out the types of communication.
- 7 a. Highlight the features of a good business letter.
OR
b. State the need for group discussion.
- 8 a. Narrate the various characteristics of memo.
OR
b. Draft an Agenda for preceding a meeting of a company.
- 9 a. Explain the objectives of circular letters.
OR
b. State the main features of a good sales letter.
- 10 a. Examine the needs of modern communication channels.
OR
b. Summarize the advantages of e-mail.

SECTION -C (30 Marks)

Answer any Three questions

ALL questions carry EQUAL Marks

(3 x 10 = 30)

- 11 Describe the important steps involved in a communication process.
- 12 Elaborate the Layout of a business letter.
13. Draft a letter cancelling your order placed some days earlier. Give reasons for the cancellation.
14. Write a complaint letter to M/S Babu Book Stall, Agra for missing pages of books.
15. Elucidate the new age communication channels available in the business world.

Z-Z-Z

END