

BCo

me: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry **EQUAL** marks

$$(10 \times 1 = 10)$$

Module No.	Question No.	Question	K Level	CO
1	1	Which among the following products is suitable for E-Commerce? a) Books b) Healthcare c) Product service d) Car	K1	CO1
	2	The World Wide Web (WWW) was introduced in the year a)1994 b)1996 c)1992 d)1990	K2	CO1
2	3	What standards EDI are used for ? a) Not universally available b) Essential for B2B commerce c) Not required for B2B commerce d) Need to be evolved	K1	CO2
	4	EDI is the electronic interchange of business information using _____ a) Internet b) Middle man c) Standardized Format d) Secured Server	K2	CO2
3	5	What does a digital wallet allow an individual to do? a)Make electronic transactions b) Store physical cash c) Access social media d) Write digital checks	K1	CO3
	6	What is a credit card based on? a) Prepaid funds loaded onto the card b) The cardholder's promise to pay the issuer for the amount spent c) Direct access to the cardholder's bank account d) A monthly subscription fee	K2	CO3
4	7	What year did m-commerce begin? a) 1955 b) 1977 c) 1989 d) 1997	K1	CO4
	8	The first company to engage in m-commerce was _____ a) Pepsi b) Coca Cola c) Cadbury d) Apple	K2	CO4
5	9	Which of the following option is not the advantages from e-commerce ? a) increase in customer availability b) Always available c) Increase in credibility d) convenience in comparability	K1	CO5
	10	All electronically mediated information exchanges are referred to as _____ a) E-Business b) Digital Business c) E-Commerce d) None of the above	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.	Categorize the type of e-Commerce.	K4	CO1
		(OR)		
	11.b.	Examine the forces fueling e-Commerce.		
2	12.a.	Identify the EDI applications in Business.	K3	CO2
		(OR)		
	12.b.	Demonstrate Mercantile Process model with example.		
3	13.a.	Apply the security requirements of Electronic Payment system.	K3	CO3
		(OR)		
	13.b.	Build the security standard for Electronic Payment system.		
4	14.a.	Discover the enhanced features of WAP.	K4	CO4
		(OR)		
	14.b.	Examine Mobile Commerce Payment operations with example.		
5	15.a.	Explain Fraud management system in M-Commerce.	K5	CO5
		(OR)		
	15.b.	Justify client-server Network security.		

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	Construct e-Commerce Framework in detail.	K6	CO1
2	17	Outline the Interactive marketing process on Internet.	K4	CO2
3	18	Examine the. Risks associated with electronic payments.	K4	CO3
4	19	Explain Mobile payment standardization in detail.	K5	CO4
5	20	Perceive the emerging security issues in e-Commerce.	K5	CO5

Z-Z-Z

END

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
BCom DEGREE EXAMINATION DECEMBER 2024
(Third Semester)
Branch – **COMMERCE (e-COMMERCE)**

ERP

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	Match – MRP (i) Maximum Retail Price (ii) Material Requirements Planning (iii) Manufacturing Resource Planning (iv) Manufacturing Retail Planning	K1	CO3
	2	Interpret Right term – This contains additional capabilities such as sales, Operational Planning, financial interface and simulation (i) MRP (ii) MPS (iii) MRP II (iv) Closed-loop MRP	K2	CO3
2	3	Match – OLAP (i) On-Linear Analysis Planning (ii) On-Linear Analytical Processing (iii) On-Line Analytical Processing (iv) On-Line Analysis Planning	K1	CO3
	4	Relate – Explaining why a certain result occurred is (i) Business Analytics (BA) (ii) Business Intelligence (BI) (iii) Business Processes (BP) (iv) Business Methodology (BM)	K2	CO3
3	5	Recall – SAP, Oracle, PeopleSoft are (i) e-business softwares (ii) ERP vendors (iii) CRM vendors (iv) KM vendors	K1	CO3
	6	Choose – A large company with multiple websites and all going live uses (i) The multi big bang strategy (ii) The mini big bang strategy (iii) The mega big bang strategy (iv) The big bang strategy	K2	CO3
4	7	Select – These people focus on process of communicating, teaching, demonstrating and configuring software for business process flows. (i) Technical Consultant (ii) Management Consultant (iii) Application Consultant (iv) Project Consultant	K1	CO3
	8	Find – It is distribution model, in which applications are hosted by a vendor or service provider and made available to customers over network or internet. (i) IAAS (ii) PAAS (iii) SAAS (iv) AAAS	K2	CO3

Cont...

5	9	Which of the following trends in ERP systems is most likely to improve integration and real-time decision-making in modern enterprises? (i) Increased use of on-premises ERP solutions (ii) Implementation of cloud-based ERP systems (iii) Adoption of legacy software systems (iv) Reliance on manual data entry	K1	CO3
	10	Which of the following is a primary feature that distinguishes ODOO from other ERP systems? (i) Exclusive use of on-premises deployment (ii) Closed-source architecture with limited customization (iii) Support for multi-language and multi-currency capabilities (iv) Open Source Modular design allowing businesses to choose and integrate specific applications as needed	K2	CO3

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 Common Myths of ERP and Suggest to Demystify the same.	K3	CO3
		(OR)		
	11.b.	Construct direct benefits of ERP. Explain.		
2	12.a.	Construct key features of OLAP.	K3	CO3
		(OR)		
	12.b.	Develop a note on (a) Data Warehousing (b) Data Mining.		
3	13.a.	Inspect the objectives of ERP implementation.	K4	CO3
		(OR)		
	13.b.	Analyze the implementation challenges in ERP.		
4	14.a.	Examine Pros and Cons of In-House Implementation of ERP.	K4	CO2
		(OR)		
	14.b.	Analyze the selection of ERP Vendors.		
5	15.a.	Evaluate cloud ERP.	K5	CO3
		(OR)		
	15.b.	Explain recent trends in e-commerce.		

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	Examine all the subsystems of Financial Module of ERP Systems.	K4	CO3
2	17	Survey the seven steps of phases of BPR.	K4	CO3
3	18	Analyze ERP Implementation Life Cycle.	K4	CO3
4	19	Survey on various features of Oracle Applications in ERP.	K4	CO2
5	20	Discover the future trends in ERP.	K4	CO3

Z-Z-Z

END

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BCom DEGREE EXAMINATION DECEMBER 2024
(Fifth Semester)

Branch – E-COMMERCE

WEB 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 element is responsible for making the text bold in HTML?
(i) <pre> (ii) <a>
(iii) <a> (iv)
- 2 Which HTML element is used to create a form?
(i) <form> (ii) <input>
(iii) <submit> (iv) <button>
- 3 How to call a function in VBScript?
(i) using call keyword (ii) using function keyword
(iii) using function name (iv) none of the above
- 4 How do we put Javascript inside HTML?
(i) <js> (ii) ,<javascript>
(iii) <script> (iv) <jscript>
- 5 What is the index of the first element in an array?
(i) 0 (ii) 1
(iii) -1 (iv) 10

SECTION - B (15 Marks)

Answer ALL Questions

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

- 6 a Identify a image display in HTML.
OR
b Classify the list in html.
- 7 a Examine radio button and checkbox in HTML.
OR
b Describe about file upload.
- 8 a Explain select case statement in VB Script.
OR
b Describe about function with example in VB script.
- 9 a Analyze the if else statement in Java script.
OR
b Narrate ANY two operators in Java script.

Cont...

- 10 a List out the uses of on submit event in Java script
OR
b Plan to create and give access an array in Java script.

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

(3 x 10 = 30)

- 11 Explain General structure of basic structure of HTML.
12 Develop an own HTML program using frame.
13 Narrate ANY FIVE built in functions in VB script.
14 Discuss about for loop with an example in Java script.
15 Discuss the any one type of event handler with an example in java script.

Z-Z-Z

END

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BCom DEGREE EXAMINATION DECEMBER 2024
(Fifth Semester)

Branch – COMMERCE (e-COMMERCE)

E - COMMERCE TECHNOLOGY

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

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

1. The internet is the most well-known component of the information _____.
(i)Highways (ii)Superhighways
(iii)Smart way (iv)Faster highway
2. Which of the following is the main goal of responsive web design?
i) To improve loading speed
ii) To ensure the website adapts to various screen sizes
iii) To improve search engine rankings
iv) To enhance visual effects
3. What does VPS stand for in web hosting?
i) virtual private space ii) virtual public server
iii) virtual private server iv) virtual personal space
4. E-Commerce is also to denote the _____ exchange of business information using EDI.
(i)Bill of Exchange (ii)Paperless
(iii)Paper work (iv)Exchange of cards
5. Electronic payment system _____ using for online market and even government.
(i)Banking (ii)Retail
(iii)Health care (iv)All the above

SECTION - B (15 Marks)

Answer ALL Questions

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

6. a) Write the perspective of E-commerce.
OR
b) Narrate the working of Firewall.
7. a) Indicate the features of Website strategies.
OR
b) Illustrate in detail about the email security.
8. a) List out the various types of web hoisting.
OR
b) Categorize about DNS information?
9. a) Discuss the E-commerce Global positioning system.
OR
b) Mention the methods of Intrusion Detection.

Cont...

10. a) Write short notes on A) Drones B) Biometrics
OR
b) Explain the advantages of Artificial Intelligence.

SECTION -C (30 Marks)

Answer any **Three** questions

ALL questions carry **EQUAL** Marks (3 x 10 = 30)

11. Explain the Anatomy of E-commerce Application.
12. Briefly Explain the
a) Digital Signature
b) Digital Envelop
c) Digital Certificates.
13. Point out the Benefits of Web Hosting.
14. Discuss the Security payment Technology.
15. What is mean by Geographical information system? Narrate the various functions of GIS.

Z-Z-Z

END

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BCom DEGREE EXAMINATION DECEMBER 2024
(Fifth Semester)

Branch – COMMERCE (e-COMMERCE)

MAJOR ELECTIVE COURSE – I : SOCIAL MEDIA MARKETING

Time: Three Hours

Maximum: 50 Marks

SECTION – A (5 Marks)

Answer **ALL** the Questions

ALL Questions Carry **EQUAL** Marks (5 x 1 = 5)

1. How many Social Media Classification tools are there?
i) 2 ii) 3 iii) 4 iv) 5
2. Which of the following strategies does not come in SMM?
i) Set the goal ii) Know nothing about your targeted audience
iii) Research the competition iv) Set brand guidelines
3. What is the scheduling method used for Facebook updates to increase customer engagement?
i) Chattytypepeople ii) SocialOomph
iii) PostPlanner iv) Agorapulse
4. What is the specific type of marketing that is highlighted as most effective on LinkedIn?
i) B2B ii) B2C
iii) B2G iv) B2B2C
5. What is the primary purpose of social media ratings?
i) To determine the popularity of a platform
ii) To provide feedback and insights on user experiences
iii) To calculate the number of users on a platform
iv) To evaluate advertising effectiveness

SECTION – B (15 Marks)

Answer **ALL** the Questions

ALL Question Carry **EQUAL** Marks (5 x 3 = 15)

6. a) What specific actions can businesses take to implement an effective SMO strategy? Explain.
(OR)
b) What ways can a business implement social media marketing strategies to increase brand visibility? Explain
7. a) How can a user effectively choose a URL shortening tool for a specific purpose? Explain.
(OR)
b) What ways can a content creator implement specific strategies to earn money on YouTube? Explain.
8. a) What specific steps must one follow to successfully create an Instagram Business Account? Explain.
(OR)
b) How can the effectiveness of a Facebook community be measured in terms of member satisfaction and engagement? Explain.

Cont...

9. a) What are the key differences between the various types of Tweets, and how do they impact engagement? Explain.

(OR)

b) What are the key components of an effective LinkedIn marketing campaign? Explain.

10. a) What characteristics should be considered when evaluating Ratings and Reviews? Explain.

(OR)

b) How can organizations assess the impact of ratings and reviews management software on their overall customer satisfaction? Explain.

SECTION – C (30 Marks)

Answer any **TWO** Questions

ALL Question Carry **EQUAL** Marks (3 x 10= 30)

11. What innovative content strategies could be developed to enhance a blog's appeal and reach? Discuss.

12. How can creators assess the effectiveness of their content based on YouTube Analytics data? Explain.

13. How can a business measure the success of its optimization efforts on its Facebook Business Page? Explain.

14. What innovative approaches could be developed to maximize the benefits of LinkedIn Groups, Jobs, and Networks for professional development? Discuss.

15. How can organizations determine the reliability and validity of the metrics used to evaluate ratings and reviews? Discuss.

Z-Z-Z

END