

PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)

BCA DEGREE EXAMINATION DECEMBER 2023  
(Fifth Semester)

Branch – COMPUTER APPLICATIONS

**DISCIPLINE SPECIFIC ELECTIVE – I: DOMAIN SPECIFIC BUSINESS APPLICATIONS**

Maximum: 50 Marks

Time: Three Hours

**SECTION-A (5 Marks)**

Answer ALL questions

ALL questions carry EQUAL marks

(5 x 1 = 5)

1. \_\_\_\_\_ is not a major type of electronic commerce.  
(i) Consumer to Business (ii) Business to Consumer  
(iii) Business to Business (iv) Consumer to Consumer
2. Which of the following is the set of planned activities that are designed to result in a profit in the marketplace?  
(i) Profit model (ii) Business model  
(iii) Business plan (iv) Revenue model
3. The term supply chain management was first coined by \_\_\_\_\_.  
(i) Frankel & Paulraj (ii) Peter Drucker  
(iii) Keith Oliver (iv) Philip Kotler
4. In Supply Chain Management, ATP stands for \_\_\_\_\_.  
(i) Acquire Track & Perform (ii) Available To Promise  
(iii) Active Transport Protocol (iv) Access To Point
5. How many types of pillars do we have in digital marketing?  
(i)1 (ii)2 (iii)3 (iv) 4

**SECTION - B (15 Marks)**

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

6. a) What do you mean E-commerce? Explain how it will use in business?  
(or)  
b) Illustrate the features e-commerce.
7. a) Write short notes on business models for e-commerce.  
(or)  
b) Explore the concept of location of trading in the marketplace.
8. a) Discuss about the digital business strategy.  
(or)  
b) Examine the resource and process analysis.
9. a) Outline the concept of value network.  
(or)  
b) Give notes on benefits of e-supply chain management.
10. a) Examine the concept of situation analysis.  
(or)  
b) Discuss about customer demand analysis.

Cont...

**SECTION -C (30 Marks)**

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

11. a) Elaborate social network usage.  
(or)  
b) Explain in detail about the six key types of digital media channel.
12. a) Give brief notes on digital business infrastructure components.  
(or)  
b) Narrate the concept of web presentation and data exchange standards.
13. a) Summarize the model of supply chain.  
(or)  
b) Enumerate the assessing competitive threats.
14. a) Elaborate the concepts of data standardization and exchange.  
(or)  
b) Explain in detail about goal setting and performance management for e-SCM.
15. a) Enumerate customer demand analysis.  
(or)  
b) Examine the concept of focus on online branding.

Z-Z-Z END