

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BCA DEGREE EXAMINATION DECEMBER 2022
(Fifth Semester)

Branch – COMPUTER APPLICATIONS

DISCIPLINE SPECIFIC ELECTIVE – I
DOMAIN SPECIFIC BUSINESS APPLICATIONS

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 the correct depiction of Digital Marketing?
(i) E-mail Marketing (ii) Social Media Marketing
(iii) Social Media Marketing (iv) All of the above
2. _____ is nothing but using digital technology for business transformation.
(i) Social Business (ii) Digital Business
(iii) E-Commerce (iv) Web 2.0
3. The expansion of E-Commerce is _____.
(i) Electrical Commerce (ii) Entertainment Commerce
(iii) Electronic Commerce (iv) Electronic Chemical Commerce
4. In _____, the technology used as a competitive advantage in its internal and external operations.
(i) Social Business (ii) E-commerce
(iii) Digital marketing (iv) Digital enterprise
5. Which of the following is part of the four main types for e-commerce?
(i) B2B (ii) B2C
(iii) C2B (iv) All of the above
6. Posting web ads on website & apps is an important part of _____ model.
(i) Affiliate (ii) Influencer
(iii) Aggregator (iv) Advertising
7. LBS refers to
(i) Location-based-service (ii) Local-basic-server
(iii) Location-basic-service (iv) List-based-server
8. Which of the following fall under category of digital market?
(i) TV (ii) Radio
(iii) Email (iv) Billboard
9. _____ is used to describe an application's primary elements.
(i) Domain Classes (ii) Application
(iii) Context (iv) View
10. The Initial stage of the supply chain process is the _____.
(i) Sourcing stage (ii) Organizing stage
(iii) Planning stage (iv) Directing stage

Cont...

SECTION - B (25 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks (5 x 5 = 25)

11. a. Compare Digital Business and E-commerce.
OR
b. Describe the different types of sell-side e-commerce.
12. a. Explain about business and revenue models for e-commerce.
OR
b. Narrate how to manage digital business infrastructure.
13. a. Explain about Digital business strategy with example.
OR
b. Explain about Resource analysis and process analysis.
14. a. Outline the benefits of e-supply chain management.
OR
b. Explain about IS infrastructure for supply chain management.
15. a. Explain about Customer demand analysis with example.
OR
b. Explain about Digital marketing planning with example.

SECTION - C (40 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks (5 x 8 = 40)

16. a. Elucidate about the following:
(i) Digital Marketing
(ii) Digital business opportunities
OR
b. Examine the different business or consumer models available for e-commerce transactions with example.
17. a. Analyze the different methods of generating income for an organization.
OR
b. Discuss in details about business and revenue models for e-commerce.
18. a. Elucidate about Supply chain management and its technology.
OR
b. Discuss the Push and Pull supply chain models.
19. a. Discuss about IS-supported downstream supply chain management.
OR
b. Outline about Goal-setting and performance management for e-SCM.
20. a. Point out the '6 Is' of digital marketing.
OR
b. Discuss about Customer demand analysis and Compiler analysis.

Z-Z-Z

END