

D 90032

(Pages : 3)

Name.....

Reg. No.....

**FIFTH SEMESTER B.Com./B.B.A. DEGREE EXAMINATION
NOVEMBER 2020**

(CUCBCSS—UG)

B.Com.

**BCM 5B 10—COMPUTER APPLICATION SPECIALIZATION I—COMPUTER
APPLICATIONS IN BUSINESS**

(2017 Admissions)

Time : Three Hours

Maximum : 80 Marks

Section A

Answer all questions.

Each question carries 1 mark.

(A) Fill in the blanks :

- 1 General program that is used to help users and work as an interface between computer and users is called _____.
- 2 A network comprising of multiple topologies is called _____.
- 3 The _____ tag is not used if you want to indicate the importance of the phrase ?
- 4 In URL encoding replaces non-ASCII characters with _____.
- 5 The dimension of e-commerce that enables commerce across national boundaries is called _____.

(B) Choose the correct answer :

- 6 Which of the following statement is not true ?
 - a) XHTML DOCTYPE is mandatory.
 - b) The xmlns attribute in <html> is mandatory.
 - c) <html>, <head>, <title>, and <body> are mandatory.
 - d) None of the mentioned.

Turn over

- 7 What indicates the content in file is HTML when delivered on the network ?
- a) The extension of the file ".html"
 - b) The "content-type" header.
 - c) Both ".html" extension and "content-type" header.
 - d) The "content_type" header.
- 8 Which of the following is not considered to be one of the three-phases of e-commerce ?
- a) Innovation.
 - b) Consolidation.
 - c) Preservation.
 - d) Reinvention.
- 9 Wireshark is a _____ tool.
- a) Network protocol analysis.
 - b) Network connection security.
 - c) Connection analysis.
 - d) Defending malicious packet-filtering.
- 10 ACL stands for _____.
- a) Access Condition List.
 - b) Anti-Control List.
 - c) Access Control Logs.
 - d) Access Control List.

(10 × 1 = 10 marks)

Section B

Answer at least five questions.

Each question carries 4 marks.

All questions can be attended.

Overall ceiling 20.

- 11 What is a browser ?
- 12 What is a Protocol ?
- 13 What are some of the common lists that can be used when designing a page ?
- 14 How do you create multicolored text in a webpage ?
- 15 What is the hierarchy that is being followed when it comes to style sheets ?
- 16 What is e-marketing ?
- 17 Explain the Term "Web Hosting".
- 18 What is a debit card ?

- 19 What do you mean by digital payment ?
- 20 What is Encryption ? What are the factors to be considered while selecting a computer ?

(5 × 4 = 20 marks)

Section C

*Answer at least **four** questions.*

Each question carries 8 marks.

All questions can be attended.

Overall ceiling 32.

- 21 What is network topology ? What are its types ?
- 22 What is 'tag' in HTML ? Explain with examples.
- 23 Briefly explain 'hyperlinks'.
- 24 What is a meta tag ? Explain its uses.
- 25 Explain B2C business model.
- 26 What is internet banking ?
- 27 Distinguish between virus and trojan horse.
- 28 What are the features of a modern PC ?

(4 × 8 = 32 marks)

Section D

*Answer any **one** question.*

Each question carries 18 marks.

- 29 Briefly explain the security threats and precautions required in internet and e-commerce.
- 30 Explain briefly the structure of HTML.
- 31 Write a brief note on digital payments.

(1 × 18 = 18 marks)