

C 63223

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Name.....

Reg. No.....

SECOND SEMESTER M.Com. DEGREE EXAMINATION, JUNE 2014

(CUCSS)

MC 2C 08—IT APPLICATIONS IN COMMERCE

(2010 Admissions)

Time : Three Hours

Maximum : 36 Weightage

Part A

*Answer **all** questions.
Each question carries 1 weightage*

1. Describe the applicational areas of IT in commerce.
2. What are the benefits of business models ?
3. Explain the features of Spread sheets.
4. Is inventory Management relevant ? Discuss.
5. What are the components of DBMS ?
6. How forms are useful in RDBMS ?

(6 x 1 = 6 weightage)

Part B

*Answer any **six** questions.
Each question carries 3 weightage.*

- 7. Describe B2C and B2B models with reference to E-Commerce.**
8. With necessary steps explain the various stages in designing business forms.
9. Define queries with its classification.
10. Briefly explain the procedure for building Break-even analysis model using spread sheet.
11. Using any one example explain the IT application in business forecasting.
12. How you will create a formula using spread sheet ?
13. How data ware housing is different from data mining ?
14. To what extent **IT** Tools are helpful in inventory management ?

(6 x 3 = 18 weightage)

Turn over

Part C

*Answer any **two** questions.
Each question carries 6 weightage.*

15. With suitable illustration describe the application of RDBMS in Business decision making.
16. Explain the statistical and financial functions of spread sheets with example.
17. Describe the application of IT in :
 - (a) Advertisement.
 - (b) Accounts.
 - (c) Human resource.

(2 x 6 = 12 weightage)