Goa Vidyaprasarak Mandal's
GOPAL GOVIND POY RAITURCAR COLLEGE OF COMMERCE AND
ECONOMICS, PONDA-GOA
B.COM. (SEMESTER – IV) EXAMINATION, APRIL 2016
COMPUTER APPLICATION IN BUSINESS

Duration: 1 ½ hours   Marks: 40

Instructions: 1. All questions are compulsory.
                       2. Figures to the right indicate marks.

Q.1. Answer ANY TWO from the following: (2x5)
    i) Define E-commerce and explain its features.
    ii) What is a commerce value chain? Explain with an example industry value chain.
    iii)What is B2B e-commerce? Explain its various benefits.

Q.2. a) Explain in brief how a credit card payment system works.   (2)
        b) i) Explain the benefits of using EDI systems.   (4)
           ii) Write a short note on IPv4.   (4)

Q.3. a) Answer ANY ONE from the following: (4)
         i) Explain what is meant by DNS and URL.
        ii) Explain in brief the protocols used in emails.

        b) Write a short note on ANY TWO: (2x3)
          i) TELNET   ii) Blogging   iii) Search Engines

Q.4. a) Explain how a bridge works.   (2)
        b) What is weblinking?   (4)
        c) Write short notes on ANY ONE: (4)
         i) Digital certificates   ii) Transaction/Operations Risk

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