



M.Com. (Semester – I) Examination, November 2015  
COC 105 : ADVANCED IT APPLICATIONS FOR BUSINESS (OA – 18)

Duration : 3 Hours

Max. Marks : 60

- Instructions :**
- 1) This paper consists of **nine** questions carrying **equal** marks.
  - 2) Question No.1 consists of **5 compulsory** questions of **2 marks each**.
  - 3) Answer **any 5** questions from question **2, 3, 4, 5, 6, 7, 8, and 9**.
  - 4) **Each** question carries **10** marks. Figures to the **right** indicate marks.

1. Answer the following short questions in brief : (5×2=10)
  - a) State the strategies of Competitive Advantage.
  - b) What do you understand by Encryption ? List the types of encryption.
  - c) Explain the utility of application sharing in business.
  - d) Give six advantages of data mining to business.
  - e) What is OLAP ? State any two benefits of OLAP.
2. 'The stakeholders experience enhanced benefits from E-commerce'. Comment. 10
3. Explain the following :
  - a) Electronic Data Interchange. 3
  - b) Electronic Customer Relationship Management and its strategies. 7
4. Enumerate the different types of electronic payment systems. 10
5. Describe in detail the Cloud Computing Service Models. 10
6. 'E-learning comes in many variations and often a combination of all types is employed by business'. Comment. 10



- 7. Discuss the importance of the following phases in Enterprise Resource Planning (ERP) implementation :
  - a) Pre-evaluation Screening and Package Evaluation. 4
  - b) Project planning phase, Gap Analysis and Reengineering. 6
- 8. Explain in detail the following business modules of Enterprise Resource Planning (ERP) software :
  - a) Finance Module. 5
  - b) Human Resources Module. 5
- 9. 'A business today need not depend on the traditional tools of business research'. Explain. 10