

S.D.E.

F. Y. B. Com. Sem - II (CBCS 2018 Course) : SUMMER - 2019

SUBJECT: COMPUTER APPLICATION IN BUSINESS -II

Day: Thursday
Date: 02/05/2019

Time: 03.00 PM TO 06.00 PM
Max. Marks: 70

S-2019-4722

N.B.:

- 1) All questions are **COMPULSORY**.
 - 2) Figures to the right indicate **FULL** marks.
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Q.1 Discuss the role of Information Technology in the field of business and industry. **(16)**

OR

What is Consumer Relation Management? How technology is useful in Consumer Relation Management.

Q.2 Attempt any **TWO** of the following: **(12)**

- a) Discuss role of computer technology in credit card operations.
- b) How accounting efficiency depends on use of computer technology?
- c) How does electronic data interchange works?

Q.3 Attempt any **TWO** of the following: **(12)**

- a) Discuss role of technology in disaster management.
- b) Explain in detail digital payment system.
- c) What is 'Credit Card'? Discuss role of internet in credit card operations.

Q.4 Attempt any **THREE** of the following: **(15)**

- a) Explain the concept of electronic business.
- b) Distinguish between symmetric and asymmetric encryption.
- c) How far intranets are useful for electronic commerce?
- d) Explain in brief data interchange standards.

Q.5 Write short notes on any **THREE** of the following: **(15)**

- a) Digital signature
- b) Marketing strategy
- c) Vendor evaluation
- d) Smart Cards

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