

2352 – E08 – VSC – R – N – 16



FIFTH SEMESTER B.COM. (REVISED) DEGREE EXAMINATION,
NOVEMBER 2016

**COMPUTER APPLICATION IN BUSINESS
(RDBMS and E-Business Applications)**

Time: 3 Hours]

[Max. Marks: 80

Instructions : 1) Answer *all* Sections subject to *internal* choice.
2) Question No. 12 is *compulsory*.

SECTION – A

1. Answer **any ten** questions, **each** carries **2** marks.

- a) What is integration ?
- b) Define hyperlink.
- c) Define entity. Give an example.
- d) Define DBMS.
- e) Expand DDL and DML.
- f) Name any two symbols used in E-R Model and write their use.
- g) Write the syntax of UPDATE command in SQL. Give an example.
- h) Define foreign key.
- i) Define E-Commerce.
- j) Write any two advantages of direct marketing.
- k) What is credit card ?
- l) Name any two advantages of E-banking.

(10×2 = 20 Marks)

[P.T.O.]



SECTION – B

Answer **any three** questions, **each** carries **5** marks.

2. Write the steps of inserting audio and video files in powerpoint presentation.
3. Explain the types of relationships in RDBMS.
4. Explain any five string functions with syntax and example in SQL.
5. Explain the benefits of E-Commerce.
6. What are the advantages of EDI ?
7. Write a note on ATM. **(3×5 =15 Marks)**

SECTION – C

Answer **any three** questions, including question number 12, which is **compulsory**. **Each** carries **15** marks.

8. Explain the different methods of integrating Excel file into word.
9. Explain record based data models in detail.
10. Explain the functions of supply chain management.
11. Explain E-Business marketing and Branding strategies.
12. You are appointed as a computer programmer in XYZ Company.

You are asked to create PRODUCT and SALESMAN tables with the following fields.

PRODUCT TABLE

Product_Id
Product_Name
Quantity
Price

SALESMAN TABLE

Salesman_Id
Salesman_Name
Product_Id
Place

Perform the following tasks using SQL.

- a) Insert five records in each table.
- b) Display all records of product table.
- c) Display Salesman_Id, Salesman _ Name, Product_Id, Product_Name where Place = "Dharwad".
- d) Display Product_Name, Quantity, Price where Product_Id = "P02".
- e) Display all salesman records whose name is "Anil".

13. Write short notes on :

- a) Duties of DBA.
- b) Numeric functions in SQL.
- c) Types of E-Business.

(3×15 = 45 Marks)
