

B.Com. DEGREE EXAMINATION NOVEMBER 2017.

Fifth Semester

COMPUTER APPLICATIONS IN BUSINESS

RDBMS AND E-BUSINESS APPLICATIONS

(Revised)

Time : Three hours

Maximum : 80 marks

Answer all sections according to internal choice.

Question No. **12** that is case study is compulsory.

SECTION A - (10 × 2 = 20 marks)

1. Answer any **TEN** questions. Each question carries **2** marks.

- (a) What is object linking?
- (b) Name any four objects in MS-Word.
- (c) What do you mean by DBMS?
- (d) What is an Attribute?
- (e) Write the use of ALTER command with syntax.
- (f) What is Primary key?
- (g) Write any two benefits of E-Commerce.
- (h) What do you mean by Tele Marketing?
- (i) Define E-Supply Chain Management.
- (j) Mention any two characteristics of EPS.
- (k) What is debit card?
- (l) Define peer to peer payments.

SECTION B - (3 × 5 = 15 marks)

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

2. Explain the steps for Hyperlink MS-Word in MS-Power Point.
3. Explain the objectives of RDBMS.
4. Write purpose, syntax and example for any five DML commands.
5. Explain any five mathematical functions in SQL.
6. Briefly explain the steps for strengthening the customer relationships.
7. Explain the features of e-commerce.

SECTION C – (3 × 15 = 45 marks)

Answer any **THREE** questions, including Q.No.12, which is compulsory, each carries **15** marks.

8. Explain the different methods of integrating AVI files in MS-Power Point (draw dialogue box wherever necessary).
 9. Explain database models.
 10. Define e-business. Explain the characteristics & benefits of e-business.
 11. What is direct marketing? Explain tools and types of direct marketing.
 12. Create tables “Consumer” with fields C-id, Name, Address, City, Mtr-No. and “Bill” with fields Mtr-No., Month, Pr-units, Cur-units, Units-cons, Rate, Amount and perform the following queries.
 - (a) Insert 5 records in each table.
 - (b) Calculate units consumed in column ‘Units-cons’
 - (c) Calculate total bill amount in column ‘Amount’
 - (d) Select maximum (units consumed) in “Bill”
 - (e) Display all records with C-id, Mtr-No., Units-cons, Amount and Name.
 13. Write a short note on:
 - (a) Data types in SQL.
 - (b) Advantages of virtual supply chain.
 - (c) Mobile banking services
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