

1362 – E08 – VSC – R – N – 18



FIFTH SEMESTER B.COM. DEGREE EXAMINATION,
NOVEMBER 2018
COMPUTER APPLICATIONS IN BUSINESS (Revised)
RDBMS and E-Business Applications

Time : 3 Hours]

[Max. Marks : 80

Instructions : 1) Answer *all* questions of *all* Sections, subject to *internal choice*.

2) Question No. 12 is *compulsory*.

SECTION – A

1. Answer **any ten** questions from the following. **Each** carries **2** marks.
(10×2=20)

- a) What is Integration ?
- b) What do you mean by Hyperlink ?
- c) What is Network Model ?
- d) Define Attributes.
- e) What is Primary key ?
- f) Expand DDL and DCL.
- g) What is the use of Alter Command ?
- h) What do you mean by Direct Selling ?
- i) What is Social Marketing ?
- j) Mention the meaning of Smart Card.
- k) Write any two uses of Mobile Banking.
- l) What is Cyber cash ?

[P.T.O



SECTION – B

Answer **any three** of the following questions.

(3×5=15)

2. Explain the uses of integration.
3. Describe the advantages of DBMS.
4. Explain the types of relationships.
5. Explain the DDL Commands.
6. Discuss the Benefits of E-Business.
7. Explain the Mobile Banking Services.

SECTION – C

Answer **any three** questions including Question No. 12, which is **compulsory**.

(3×15=45)

8. Explain the methods of integrating MS-Word documents and MS-Powerpoint files in MS-Excel.
9. Explain different data Models.
10. What is Direct Marketing ? Explain the different tools of Direct Marketing.
11. How do you will strengthen the customer relationship ? Explain in detail.
12. Create a table “Employee” in SQL with fields Emp_id, Emp_name, Basic, HRA, DA, IT, PF, Gross_pay, Tot_deductions, Net_pay. And perform the queries :
 - a) Add five records in employee.
 - b) Calculate HRA = 18%, DA = 20%, IT = 10%, PF = 5%, Total_deductions, Gross_pay, Net_pay.
 - c) Display all records of “employee”.
 - d) Display Emp_name, Gross_pay whose Net_pay > 25,000.
 - e) Delete record no. 4.
13. Write a short note on **any three** of the following :
 - a) Any five object types in MS-Powerpoint.
 - b) Merits and demerits of RDBMS.
 - c) Logical functions in SQL.
 - d) Benefits of e-commerce.
 - e) Advantages of Debit card.

(3×5=15)