M.Com. DEGREE EXAMINATION NOVEMBER 2015
COMMERCE
THIRD SEMESTER

COURSE   : ELECTIVE
PAPER   : COMPUTER APPLICATIONS IN BUSINESS (THEORY I)
TIME   : 1 HOUR   **MAX. MARKS: 40**

SECTION – A

I. FILL IN THE BLANKS: **(10x1=10)**

1. _____ means buying and selling of goods and services across the internet.

2. _____ helps to decrease the volume of paper instruments and improve customer service by ensuring prompt and secure payment.

3. _____ option allows the user to make any corrections in the existing ledger.

4. _____ is used in online shopping websites to store the details of customer requirements.

5. _____ is a marketing technique that induces websites or users to pass a marketing message to other sites or users.

6. A _____ is a live exchange and mass articulation of information among several persons and machines remote from one another, linked through telecommunication.

7. _____ refers to a gateway of information which provides information both on the site and through links to other sites.

8. The 's' at the end of 'https' stands for _____.

9. Variables can be treated as _____ when its values represent ordered categories with a meaningful metric.

10. _____ is a reference to a particular cell or group of cells that does not change.

II. CHOOSE THE CORRECT ANSWER: **(5x1=5)**

11. _____ is the conduct of financial transactions by electronic means.

   (a) E-Commerce   (b) E-Marketing   (c) EDI

12. Supply Chain Management is a _____ transaction.

   (a) B2C   (b) B2G   (c) B2B

13. Cash sales is entered in the _____ voucher in Tally.

   (a) Sales   (b) Receipts   (c) Payments

14. _____ is the excel function which returns the statistic value of a t-distribution.

   (a) TDIST   (b) TTEST   (c) TINV

15. _____ assures confidentiality, integrity and authentication in a credit card payment.

   (a) SET   (b) SMT   (c) SCT

III. EXPLAIN THE FOLLOWING TERMS IN A SENTENCE: (5x1=5)

16. E-Marketing

17. B2C

18. Digital Signature

19. ANOVA

20. Cyber crime

SECTION – B

ANSWER ANY FOUR QUESTIONS: (4x5=20)

21. Write a short note on e-commerce consumer applications.

22. What are various issues and threats to online users?

23. What are ledgers in Tally? How is it created? Illustrate it with suitable examples.

24. Differentiate Smart cards from Credit cards.

25. State the benefits of e-commerce in the service industry.

26. Write a short note on SPSS and its application in Research.

27. Briefly explain the following terms:

   (a) i-store   (b) e-strategy

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STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI – 86
(For Candidates admitted during the academic year 2011 – 2012 and thereafter)

SUBJECT CODE: 11CM/PE/CB34

M.Com. DEGREE EXAMINATION NOVEMBER 2015
COMMERCE
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COURSE   : ELECTIVE
PAPER   : COMPUTER APPLICATIONS IN BUSINESS (THEORY II)
TIME   : 1 HOUR   MAX. MARKS: 40

SECTION – A

I. FILL IN THE BLANKS: (10x1=10)

1. _____ is the business to business exchange of data.

2. The full form of SPSS is _____.

3. _____ is used to secure the credit card payments.

4. _____ is a private network accessible only to an organization's staff.

5. Any message sent by email that you did not request and is designed to make money for the sender is called _____.

6. _____ is an attempt by phone, email or instant messaging to get your personal information in order to steal your identity or money.

7. _____ function in Excel is used to calculate the correlation co-efficient between two variables.

8. 'Ages in Years' is treated as _____ type of variable in SPSS.

9. Electronic Checks can be sent using _____.

10. _____ allows the user to conduct financial transactions on a secure website operated by their retail bank.

II. CHOOSE THE CORRECT ANSWER: (5x1=5)

11. _____ is the Excel function that returns the inverse value of the 't' statistic.

    (a) TDIST   (b) TINV   (c) TTEST

12. _____ voucher is used to enter the transaction when cash is deposited into bank.

    (a) Cash   (b) Contra   (c) Payments

13. _____ advertisements are tall, slim and run on one side of the web page.

    (a) Banner   (b) Skyscraper   (c) Book flips

14. _____ is used to invoke the 'Company Info' menu in Tally.

    (a) Alt F3   (b) Alt F1   (c) Ctrl F2

15. _____ assures confidentiality, integrity and authentication in a credit card payment.

    (a) SET   (b) SMT   (c) SCT

III. EXPLAIN THE FOLLOWING TERMS IN A SENTENCE: (5x1=5)

16. E-CRM

17. B2G

18. i-store

19. Malware

20. Cyber crime

SECTION – B

ANSWER ANY FOUR QUESTIONS: (4x5=20)

21. Write a short note on e-cash.

22. What are the prospects and challenges for e-commerce in India?

23. Briefly explain the electronic payment system.

24. What are the advantages and limitations of online banking?

25. Briefly explain the following terms:

    a. Multiple ledger   b. Vouchers

26. What are the main challenges for Internet Advertising?

27. What are the common threats posed to the Internet Users?

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COURSE   : ELECTIVE
PAPER   : COMPUTER APPLICATIONS IN BUSINESS
TIME   : 2 HOURS   MAX. MARKS: 60

PRACTICAL - I
SECTION – A   (5x6=30)

1. Compute the 4-yearly moving averages from the following data using Excel.

Year	2001	2002	2003	2004	2005	2006	2007	2008
Annual Sales (Rs. in crores)	36	43	43	34	44	54	34	24

2. The result of throwing two dice 120 times is represented by the table:

Sums	2	3	4	5	6	7	8	9	10	11	12
No. of Times	3	8	9	11	20	19	16	13	11	6	4

Calculate the mean and standard deviation using Excel.

3. An investigator predicts that individuals that fit the Type A Behavior Pattern (highly competitive and time conscious) will have higher scores on a questionnaire measure of need for achievement than individuals that fit the Type B Behavior pattern (absence of Type A qualities). The investigator collects need for achievement scores from 10 Type A subjects and 10 Type B subjects. Higher scores reflect greater levels of need for achievement. Write the null and alternative hypotheses for testing this prediction. Please use SPSS to test the hypothesis.

Type A	12	10	8	11	15	12	9	16	11	8
Type B	8	10	5	7	8	5	4	7	8	10

4. The following table summarizes the data from deer caught in the core area, of age 2 years or more. Using Excel test the null hypothesis that the proportion of infected animals is the same among females and among males. Use $\alpha = 0.05$.

	Infected	Not Infected
Females	31	182
Males	33	138

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5. The Sales of a Company in lakhs of Rupees for each year are shown in the table below:

Year	2005	2006	2007	2008	2009
Sales	12	19	29	37	45

Find the regression equation and estimate the sales for the year 2012. Use Excel.

SECTION – B   (2 X 15 = 30)

6. Students were given different drug treatments before revising for their exams. Some were given a memory drug, some a placeo drug and some no treatment. The exam scores (%) are shown below for the three different groups:

Memory Drug	70	77	83	90	97
Placebo	37	43	50	57	63
No Treatment	3	10	17	23	30

Carry out an Analysis of Variance using SPSS to test the hypothesis that the treatments will have different effects.

7. Mr. Mohan gives you the following trial balance and some other information:

Trial Balance as on 31st March, 2011

Particulars	Debit Rs.	Credit Rs.
Capital		6,50,000
Sales		9,70,000
Purchases	4,30,000	
Opening Stock	1,10,000	
Freight Inwards	40,000	
Salaries	2,10,000	
Other Administration Expenses	1,50,000	
Furniture	3,50,000	
Trade Receivables & Trade Payables	2,10,000	1,90,000
Returns	20,000	12,000
Discounts	19,000	9,000
Bad debts	5,000	
Investments in Govt Securities	1,00,000	
Cash in hand & Cash at bank	1,87,000	
	18,31,000	18,31,000

Other Information:

(i) Closing Stock was Rs. 1,80,000
(ii) Depreciate Furniture @ 10% p.a.

You are required to prepare Trading, Profit & Loss Account for the year ended on 31.3.2011 and Balance Sheet as on that date using Tally.

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PRACTICAL - II
SECTION – A   (5x6=30)

1. Compute 4-yearly moving averages for the following time series:

Years	1995	1996	1997	1998	1999	2000	2001	2002
Production	80	90	92	83	87	96	100	110

2**.** A booklet has 12 pages with the following numbers of words:

271, 354, 296, 301, 333, 326, 285, 298, 327, 316, 287 and 314

What is the standard deviation number of words per page?

3. The mean productivity rating for all employees at a company was 3.8 on a five point scale last year. This year you get ratings from a representative sample of fifteen employees from the Human Research Management. Do the data from this sample provide evidence that employee productivity in the department of Human Resource Management is significantly higher than in the company as a whole? Write the null and alternative hypotheses for this problem. Please use SPSS to test the hypothesis.

Scores: 4.1, 3.9, 3.5, 4.0, 4.4, 4.3, 4.2, 4.5, 3.9, 3.6, 4.2, 4.4, 4.1, 4.3, 4.2

4. The Personnel Manager of a consumer products company asked a random sample of employees how they felt about the work they were doing. The following table gives a breakdown of their response by age:

Age	Response		
	Very Interesting	Fairly Interesting	Not Interesting
Under 30	31	24	13
Between 30 and 50	42	30	4
Over 50	32	21	3

Using Excel, test whether the level of satisfaction is related to age.

5. The following data relate to advertising expenditure (Rs. in lakh) and their corresponding sales (Rs. in crores):

Advertising Expenditure	10	12	15	23	20
Sales	14	17	23	25	21

Find the least squares equation and estimate the value of sales corresponding expenditure of Rs. 30 lakh.

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SECTION – B (2 X 15 = 30)

6. A production manager of a company was interested in finding out whether the production of a particular product were influenced by effectiveness of their workers. He performed in which he generated the likely production that the company would set by the different machines. The experiment lasted one month in the company, the following data emerged from the study in which the following response was received. The following data represent the number of units of production per day turned out by 5 workers using 4 different types of machines.

Workers	Machine Types			
	A	B	C	D
1	44	38	47	36
2	46	40	52	43
3	34	36	44	32
4	43	38	46	33
5	38	42	49	39

Perform Two-way ANOVA using SPSS.

7. Shri Mittal gives you the following Trial Balance and some other information:

Trial Balance as on 31st March, 2011

Particulars	Debit Rs.	Credit Rs.
Capital		8,70,000
Purchases & Sales	6,05,000	12,10,000
Opening Stock	72,000	
Trade Receivables & Trade Payables	90,000	1,70,000
14% Bank Loan		2,00,000
Overdrafts		1,12,000
Salaries	2,70,000	
Advertisements	1,10,000	
Other Expenses	60,000	
Returns	40,000	30,000
Furniture	4,50,000	
Building	8,90,000	
Cash in hand	5,000	
	25,92,000	25,92,000

Closing Stock on 31st March 2011 was valued at Rs. 1, 00,000. Prepare his final accounts using Tally.

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