

College Name: _____

Student Name: _____ Father's Name: _____

Copy No: _____

**KARACHI UNIVERSITY BUSINESS SCHOOL
UNIVERSITY OF KARACHI
FINAL EXAMINATION JUNE 2016; AFFILIATED COLLEGES
COMPUTER APPLICATION TO BUSINESS BA (H) – 561
BS – V**

Date: July 23, 2016

Max Time: 02 Hrs

Max Marks: 30

INSTRUCTION:

- 1. Attempt any Three (03) Questions. Keep to the point and be precise while answering the questions. Un-necessary discussion/write-up may yield negative marks. Do not write anything on the question paper.**
- 2. Do not write anything on the question paper.**
- 3. Mobile phone(s) or any other communicating device will not be allowed in the examination room. Students will have to remove the batteries of these devices before entering the examination hall.**

Q-No.01

- a) Write down reasons why Electronic Data Interchange (EDI) is used in B2B e-Commerce?
- b) Describe the major E-Commerce application models with business reference and examples

Q-No.02

- a) What is the role of Value Added Network (VAN) in e-Commerce?
- b) Write down steps involved in transaction processing of e-commerce with help of diagram

Q-No.03

- a) Briefly describe ten potential applications of Internet
- b) Enlist the major ethical, social and security issues of Internet Society

Q-No.04 Write down brief notes on *any three* of the following:

- a) Cyber Marketing
- b) Supply Chain Management
- c) Electronic Funds Transfer System
- d) Search Engine Optimization (SEO)

Q-No.05 Differentiate distinguishing points between (any Three) the following:

- a) Website and Web Portal
- b) Internet, Intranet and Extranet
- c) Web Server and Application Server
- d) P2P System and S2S System
- e) Electronic Store and Electronic Shopping Mall

END OF SUBJECTIVE PAPER