

20/04/16

M. Com - II
E. Com - II
Sem - IV

Accounting information systems.

QP Code : 26224

(2 Hours)

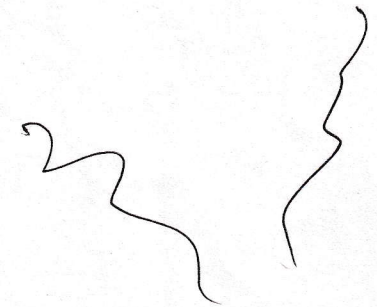
[Total Marks : 60

N.B. : (1) Figures to the right indicate full marks

- 1. ~~(A)~~ Write a note on Data Flow Chart giving a relevant example. 8
- ~~(B)~~ Explain the Importance of Accounting Information Systems. 7
- OR
- (P) Write brief note on AIS and explain the system & subsystem of AIS. 8
- (Q) Explain REA model. 7
- 2. (A) Explain the opening and closing entries. 8
- (B) What are the prototypes and types of prototypes? 7
- OR
- ~~(P)~~ What is SDLC? Define the stages of SDLC. 8
- ~~(Q)~~ Explain Rapid Application development model. 7
- 3. (A) Explain Responsibility Accounting and involvement of auditor in a system. 8
- (B) Explain the procedure related to Accounts receivable. 7
- OR
- ~~(P)~~ What are the threats related to Revenue cycle? 8
- ~~(Q)~~ Explain the Inventory System in Accounting Information System. 7
- 4. (A) Explain Non- Accounting applications. 8
- ~~(B)~~ Explain the issues in Payroll system in AIS. 7
- OR
- 4. Write short notes on: 15
 - (a) Computer Assisted Auditing Techniques
 - (b) Block Diagram
 - (c) Expenditure cycle

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MUPD16059 BIRLA COLLEGE OF ARTS, SCIENCE AND COMMERCE, KALAMATI (W) 20-Apr-16 10:23:01 AM



online Marketing & e-CRM

M.com
e-com-IV
sem-IV

QP Code : 26221

(2 Hours)

[Total Marks :60

- N.B. : (1) All questions are compulsory
(2) All questions carry equal marks

1. (a) Define advertising and its role and importance in online Marketing. 8
(b) How sales are promoted in direct marketing? 7
OR
(p) What do you mean by brand and how it help in improving online marketing? 8
(q) Describe Relationship Marketing and its role and impact on marketing? 7
2. (a) Describe Search Engine and support of SEO in web world. 8
(b) Define Internet Marketing its scope meaning and functions in today's world. 7
OR
(p) What do you mean by Buliding links? Explain its types in detail, with example 8
(q) How far e-mail campaign help in social media? 7
3. (a) What is eCRM and mention its implementation in eCRM's functions? 8
(b) What is web browser and its advantages? 7
OR
(p) Write down ethical issues arising in eCRM and how it can be solved? 8
(q) Write down the role and techniques of CPA and CPM in eCRM 7
4. Write short notes on (any three out of five):- 15
(a) Six E's of CRM
(b) Yellow pages
(c) CPC
(d) PPC
(e) Data Mining

QP Code : 26227

(2 ½ Hours)

[Total Marks : 60

- N.B. : (1) All questions are compulsory.
(2) All questions carry equal marks.

1. (a) Define MIS. How is it important in today's business environment. 10
(b) Write a short note on Decision support System. 5
OR
1. (p) Explain Information Audit in detail. 8
(q) What are the success and failure factor for MIS. 7
2. (a) How do you set the Management of quality in MIS. 8
(b) What are the various threats to Information Security Systems. 7
OR
(p) Write a short note on : 15
(i) Geographical Information System
(ii) Supply chain Management System
(iii) Customer Relationship Management.
3. (a) Explain Normalization process. 8
(b) Limitations of MIS 7
OR
(p) Explain in detail the types of information system. 15
4. (a) What is Data base Management System and what are their components 8
(b) How do you set the longrange planning of MIS 7
OR
(p) Information System for Finance, Marketing and HR. 15

QP Code : 26221

(2 Hours)

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(d) PPC
(e) Data Mining

MCom E-com - II

QP Code : 26224

(2 Hours)

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