



INDIAN INSTITUTE OF MATERIALS MANAGEMENT
Post Graduate Diploma in Materials Management
Graduate Diploma in Materials Management
PAPER No. 4
IT and E-COMMERCE

Dec 2013

Date: 17.12.2013

Max Marks: 100

Time : 2.00 p.m. to 5.00 p.m.

Duration: 3 Hrs

Instructions:

1. From Part "A" answer all the questions (compulsory). Each sub-question carries 1 mark.

Total marks = 32

2. From Part "B" answer any three questions out of five questions. Each question carries 16 marks.

Total marks = 48

3. Part "C" is a case study (compulsory)

Total marks = 20

Part – A

32 marks

(compulsory). Each sub-question carries 1 mark.

Q.1. Expand the following.

- | | | | |
|--------|---------|----------|---------|
| 1. DVD | 2. DRAM | 3. ENIAC | 4. SMTP |
| 5. SQL | 6. CAM | 7. OCR | 8. WAN |

Q.2. State true or false.

1. Integrated Circuits were used as electronic components in third generation of computers.
2. The set of instructions to run a computer refers to the software of the system.
3. RAM of a computer is a permanent storage device.
4. Arithmetic and logical unit of the computer is considered as the brain of any computer system
5. EFT in a computer system is considered as an output device.
6. A WAN network is generally spread over a long distance and geographical area.
7. DSS provides excellent mechanism for transmission of mail.
8. ERP stands for Electronic Routine Payments.

Q.3. Match the following. (SOLUTIONS)

| A | B |
|----------------------|--|
| 1.FORTRAN | A Tool used in audio/visual/graphical presentation |
| 2.QWERTY | B Operating System |
| 3.Debit Card | C DeskJet Printer |
| 4.UNIX | D Computer Language |
| 5.Power Point | E Provides services like checking savings account and currency exchange etc. |
| 6.CRM , | F Keyboard of the computer |
| 7.Data Output device | G Has the shortest access time. |
| 8.Cache Memory | H Fusion of functions,skills, processes for profitability |

Q.4. Fill in the blanks.

1. The system that allows customers to pay by credit card without revealing the credit card number to the merchant is called _____
2. _____ is the system program that acts as an interface between the user and the underlying hardware of the computer.
3. _____ is an example for impact printer.
4. _____ provides well organized collection of data in the organization .
5. RDBMS stands for _____.
6. _____ intends to gain unauthorized access to computer system.
7. _____ is the protocol used for sending money over Internet.
8. _____ computers have been designed to be as fast as possible.

Part – B

48 marks

(Answer any three questions out of five questions. Each question carries 16 marks).

Q.5. a) Explain the various elements / components of a computer system with the help of block diagram.

b) Write short note on functioning of the control unit .Explain how the clock pulse provides synchronization among the different parts of the computer

Q.6. a) Write the procedures for following functions in MS Word.

1) Page Setup

2) Print

3) Zoom

4) Paragraph.

5) Table

6) Font

7) Header & Footer

8) Paragraph

Q.7. What are the pre- defined key combinations for running the command ‘ Replace and Bold’?. Explain at least sixteen such key combinations and their utility in MS Word.

Q.8a. . Describe the following Excel functions with suitable examples.

1) Creating / opening Workbook

2) Creating worksheets and entering data

3) Saving the workbook

4) Editing and formatting the workbook

8b. Describe the following Power Point functions with suitable examples.

1) Edit Menu

2) Format Menu

3) Tools Menu

4) Slide show

Q.9. a) Explain Electronic Commerce models with practical applications.

. b) What are the salient features of Cyber Law / IT Act 2004 .

Part - C
Case Study (Compulsory)

20 marks

Q.10

In late 1999, Dotcom companies. started using various methods and various business models for the development of computer business and e-commerce in India. The Dotcom companies used the traditional media more as internet was still in its nascent stage .Print Media was most popular followed by hoardings , bill boards , and televisions. Some Dotcom companies also used novel methods of marketing's like innovative campaigns, Mellas etc. with huge investments.

Even auto rickshaws started sporting Dotcom s bumper posters, Mumbai skyline was changing with Dotcom hoardings. Full page advertisement of the company could be seen in almost every leading newspapers. From print to electronic and outdoor media these companies flooded the market with high budget advertisement contests and interactive campaigns .During 1999 -2000, Indian Dotcom market spent 44 millions every month, A well known company planned to spend around Rs. 200 millions by the end of 2000.

Analysts felt that in the next 6 months another Rs. 500 millions would be spent . While the average retailer spent about 5-8 % of its total revenue on advertising and the average manufacturers were spending more then 25% of their revenue on promotions . The huge amount spent on advertising was to make a mark in the peoples mind. Most of the internet companies have been concentrating on traffic and their advertising was geared towards generating trials for understanding the concept.

The early days of net revolution, there was rush to get online. Most of the companies established their presence through corporate websites considering it as a new low cost channel with unlimited reach. The corporate websites used net primarily to extend their reach and attract the customer for their products. As a result of which customers had more information, and more choices than ever before. The website grew in large number and it became difficult for customer to search the site of their choice. There were 100 of dot com companies in India each attracting people to surf their site. However there was a difference between the fast moving consumer goods companies and the dot com s. While FMCG were branded to "come and check my site first". The branding of dot com companies seems to be difficult as everybody was trying to do the same. Many analysts felt that Dotcom marketing methods lacked originality and one of the reasons was that dot com were always in hurry. The experts felt that most of the advertising agencies like most lawyers and investment banks were still learning the Dotcom business and the Dotcom companies cannot be blamed for their failures.

QUESTIONS:-

1. Examine the factors that contributed to the success of survivors?
2. Discuss whether the huge amount of money spent on advertisement contributed to their survival?
