



MCA DEGREE EXAMINATIONS: NOV/DEC 2022

(Regulation 2020)

Third Semester

MASTER OF COMPUTER APPLICATIONS

P20CAE0011: Business Domains in Computer Applications

COURSE OUTCOMES

- CO1:** Understand about marketing, consumer behavior and market segmentation.
CO2: Know about human resource management and terms associated with it.
CO3: Understand the need for supply chain management and inventory control techniques.
CO4: Implementation of customer relationship management in various domains.
CO5: Know the basics of banking and insurance process.

Time: Three Hours

Maximum Marks: 100

Answer all the Questions:-

PART A (10 x 2 = 20 Marks)

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| 1. Identify the main criteria used to segment most consumer markets. | CO1 | [K ₁] |
| 2. What is Consumer Behavior and Why is it important? | CO1 | [K ₁] |
| 3. If you could change one aspect of your current role, what would it be and how would you implement this change? | CO2 | [K ₂] |
| 4. What is the difference between a bonus and a gratuity? | CO2 | [K ₂] |
| 5. Which abilities do you feel an employee needs to achieve success within SCM? | CO3 | [K ₂] |
| 6. Mention the similarities and also differences between logistics and supply chains. | CO3 | [K ₂] |
| 7. Importance and Need of Customer Relationship Management (CRM) in the Workplace. | CO4 | [K ₂] |
| 8. List out the various types of CRM applications. | CO4 | [K ₁] |
| 9. Write down the advantages and disadvantages of Demat account? | CO5 | [K ₁] |
| 10. Give any four reasons, why it's important to have insurance? | CO5 | [K ₂] |

PART B (6 x 5 = 30 Marks)

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| 11. What is the consumer decision making process? Write and explain the various steps followed in the consumer decision making process. | CO1 | [K ₂] |
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| 12. Analyze and Justify, why recruitment is said to be a positive process and selection a negative one. | CO2 | [K ₄] |
| 13. What is source in supply chain management? How Sourcing impacts the Supply Chain? | CO3 | [K ₂] |
| 14. Describe the role of transportation in supply chain management. How transportation works in supply chain management? | CO3 | [K ₂] |
| 15. How to implement CRM software with six steps to have a successful launch for both your team and your customers? Explain. | CO4 | [K ₃] |
| 16. Explain any three loan activities of banks in India. | CO5 | [K ₂] |

Answer any FIVE Questions

PART C (5 x 10 = 50 Marks)

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| 17. What is Marketing Mix? Explain in details the 7Ps of marketing. | CO1 | [K ₂] |
| 18. What is Recruitment Process in HRM? Describe the various types and processes of Recruitment in detail. | CO2 | [K ₂] |
| 19. What is inventory control? Why is Inventory Control important? Write the various Challenges of inventory control with an example. | CO3 | [K ₂] |
| 20. Write the different organizational functions that plays a key role in CRM and discuss in detail how they are contributing towards formulating a CRM strategy with an appropriate example. | CO4 | [K ₄] |
| 21. Elucidate how insurance meets the social obligation of every member of society. | CO5 | [K ₄] |
| 22. What is a Payment Gateway? Explain the various types of payment methods. | CO5 | [K ₂] |

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