



**INDIAN INSTITUTE OF MATERIALS MANAGEMENT**

**Post Graduate Diploma in Materials Management**

**Graduate Diploma in Materials Management**

**PAPER No. 4 (Old)**

**IT and E-COMMERCE**

**June 2015**

**Date: 16.06.2015**

**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.          | <b>Total marks = 32</b> |
| 2. From Part "B" answer any three questions out of five questions. Each question carries 16 marks. | <b>Total marks = 48</b> |
| 3. Part "C" is a case study (compulsory)   | <b>Total marks = 20</b> |
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**PART - A**

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

**32 marks**

**Q.1 Select the correct option:**

1. Which of the following is not a font style?
  - A) Bold
  - B) Italics
  - C) Regular
  - D) Superscript
  
2. If you need to change the typeface of a document, which menu will you choose?
  - A) Edit
  - B) View
  - C) Format
  - D) Tools
  
3. Portrait and Landscape are
  - A) Page Orientation
  - B) Paper Size
  - C) Page Layout
  - D) All of above

4. What is gutter margin?
- A) Margin that is added to the left margin when printing
  - B) Margin that is added to right margin when printing
  - C) Margin that is added to the binding side of page when printing
  - D) Margin that is added to the outside of the page when printing

5. What is the default left margin in Word 2003 document?
- A) 1"
  - B) 1.25"
  - C) 1.5"
  - D) 2"

- Q6. Which of the following is not a type of page margin?
- A) Left
  - B) Right
  - C) Center
  - D) Top

- Q7. Borders can be applied to
- A) Cells
  - B) Paragraph
  - C) Text
  - D) All of above

- Q8. What is a portion of a document in which you set certain page formatting options?
- A) Page
  - B) Document
  - C) Section
  - D) Page Setup

**Q.2 Fill in the blanks**

**8x1 = 8 marks**

- 1) This address does not change every day \_\_\_\_\_
- 2) A url can specify the IP address of the web \_\_\_\_\_ that houses a web page.
- 3) A recently created additional top level domain is \_\_\_\_\_
- 4) All of the following top level domain except \_\_\_\_\_
- 5) The system that translates an IP address into an easier to remember name is the -----

- 6) The best products to sell in B2C e commerce are \_\_\_\_\_
- 7) Which products are people most likely to be more uncomfortable buying on the Internet .
- 8) The solution for all business needs is \_\_\_\_\_

**Q. 3 State true or false :**

**8x 1 = 8 marks**

- 1) Currently, the performance of tasks by robots is based on preprogrammed algorithms
- 2) Data can be a number, a word, a picture, or a sound.
- 3) Clicking on an icon with the mouse is a form of giving an instruction to the computer.
- 4) Employers do not have the right to monitor e-mail and network traffic on employee systems used at work.
- 5) The most common type of memory that the computer uses to process data is ROM.
- 6) Being computer fluent means that you should be able to build a computer yourself.
- 7) The CPU and memory are located on a special circuit board in the system unit called the motherboard.
- 8) A Web browser is a special device that is installed in your computer that allows it to communicate with other devices on a network.

**Q.4 Expand the following abbreviations :**

**8x 1 =8marks**

- 1) BT
- 2) 2NF
- 3) 3GL
- 4) AAT
- 5) ADSL
- 6) B2B
- 7) Bin
- 8) Blog

## **Part – B**

**(48 marks)**

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

Q. 5 List the various application development methods. Explain with suitable example.

Q.6 What do you understand by network bridges, hub, switches, router and gateways ?

Q.7 What are the different ecommerce web sites? Explain with suitable example.

Q.8 Write short notes on : ( any two)

- a) Intranet
- b) Extranet
- c) Internet
- d) Topology

Q.9. Why should companies go for integrated solutions? What is the use of the software? Explain any one.

## **Part – C**

**Q.10 Case study:**

**(20 marks)**

A fast food joint is exploring the possibility of opening a new store in one of the two prospective locations. It wants to determine which of the locations would attract a greater number of customers and generate more revenues. Claire's supervisor has assigned her the task of analyzing the various scenarios. What are the various spread sheet features that can be used for conducting this what if analysis? Claire's company has a corporate license for the Microsoft office suite of products.