

Total No. of Questions : 4]

SEAT No. :

PA-1840

[Total No. of Pages : 3

[5952]-517

T.Y. B.Com.

COMPUTER PROGRAMMING AND APPLICATION - II

Computer Networking and E-Commerce - I

(2019 Pattern) (Semester - V) (Special Paper - II) (355(L))

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicate full marks.*

Q1) a) Fill in the blanks (Attempt any 5 out of 6) :

[5]

- i) The length of an IP address if IPV4 is _____.
 - a) 46
 - b) 32
 - c) 16
 - d) 64
- ii) The OSI model has _____ layers.
 - a) 4
 - b) 5
 - c) 6
 - d) 7
- iii) _____ is not unguided media.
 - a) Microwaves
 - b) Radio waves
 - c) Infrared
 - d) Fiber optic
- iv) FTP stands for _____.
 - a) Fine Transfer Protocol
 - b) File Transfer Protocol
 - c) First Transfer Protocol
 - d) Fast Transfer Protocol
- v) Bluetooth is the Wireless technology for _____.
 - a) Local Area Network
 - b) Personal Area Network
 - c) Metropolitan Area Network
 - d) Wide Area Network.

P.T.O.

vi) _____ topology is required a multipoint connection.

- a) Mesh
- b) Star
- c) Ring
- d) Bus

b) Match the following : [5]

List I

- i) Mesh
- ii) Star
- iii) Hub
- iv) Transport layer

List II

- a) Multipoint connection
- b) Bulk wiring
- c) Hub
- d) Connection control

Q2) Short notes (Any 2 out of 4) : [10]

- a) Blue tooth
- b) Peer-to-peer lans
- c) Microwave Transmission
- d) Parallel communication

Q3) a) Explain Guided media (wired) with it's types in detail. [8]

b) Explain computer Network concept with modes of communication. [7]

Q4) a) Explain Addressing with physical addressing in detail. [8]

b) Amazon case study. Tearing down the whole business. [7]

Amazon runs a plat form business model as a core model with several business units within some units like prime and the advertising business are highly tied to the e-commerce platform for instance prime help Amazon reward repeat customer thus enhansing it's platform business. Other units like AWS helped improved Amazon tech infrastructure. Today Amazon is tech gaint who dominated the e-commerce business by offering a wide dominated the ecommerce business by offering a wide variety of product at low cost and with a delivery service proplled by it's inventory management infrastructures built over the years.

But if Amazon is an extremely complex company which can't be easily labeled how can we call its business model?

Amazon's mission statement is to serve consumers through online physical stores and focus on selection, price, and convenience. Amazon's vision statement is to be Earth's most customer-centric company.

Where customers can find and discover anything they might want to buy online and endeavors to offer its customers the lowest possible prices.

- i) What is the main idea of the case?
- ii) What is the problem that you can identify?
- iii) What are the possible solutions that you can give?
