GOVERNMENT COLLEGE (AUTONOMOUS), RAJAMAHENDRAVARAM
Department of Commerce
M.Com. Programme — Semester II

SEMINAR PRESENTATION REPORT

Course Name: Computer Applications in Business

Dates: 27–28 April 2026 • Venue: Department Seminar Hall
Faculty In-Charge: Dr B Prathima

1. Overview

This report documents the seminar presentation sessions conducted on 27 and 28 April 2026 for the M.Com. Semester II students enrolled in the course CCP 205: Computer Applications in Business, at Government College (Autonomous), Rajamahendravaram. The seminar was organised and coordinated by Dr B Prathima, Faculty In-Charge for CCP 205, as part of the internal assessment and practical learning component of the curriculum, providing students an opportunity to explore contemporary industry applications of the concepts taught across the four units of the syllabus.

A total of 17 students are enrolled in the course across two batches (Roll Nos. 2025207101 to 2025207110 and 2025207201 to 2025207207). Of these, 10 students made formal presentations over the two days, each selecting case studies from leading organisations to demonstrate the real-world relevance of topics such as e-commerce, digital payments, cloud computing, and technology-driven business models. Five presentations were delivered on Day 1 (27 April 2026) and five on Day 2 (28 April 2026).

2. Course Context and Syllabus Alignment

The course CCP 205: Computer Applications in Business aims to provide students with an insight into the basic features of computer systems and their applications in business decision-making. The syllabus is structured across four units:

- Unit I — Introduction to Computer and Software Concepts: Elements of a computer, characteristics, classification, basic architecture, input-output devices, types of software, and Windows OS functions.
- Unit II — MS Office Applications and Computer Networks: MS Word applications for business correspondence, and an overview of networks, communication processors, network types, and topologies.
- Unit III — E-Commerce: Meaning, advantages and disadvantages, conducting business online, implementation issues, and comparison with traditional commerce.

- Unit IV — Electronic Data Interchange (EDI): Concept, history, phases, business models, and major types of e-commerce models.

The student presentations were predominantly aligned with Units III and IV, focusing on e-commerce platforms, digital payment systems, cloud computing services, and modern business technology case studies, which formed the core applied learning areas of the course.

3. Student Presentations

The following table presents the details of all students who delivered seminar presentations on 27 and 28 April 2026, including the title of their presentation, the corresponding unit of the syllabus to which their topic is most closely aligned, and the day on which each presentation was delivered.

S.No.	Roll No.	Student Name	Presentation Title	Syllabus Unit	Day
1	2025207101	**Ch Mouli**	RAM and Storage Technologies: A Case Study on Samsung Electronics	Unit I	Day 1 — 27 April 2026
2	2025207103	**K S Bharathi**	Case Study on Digital Payment System with Reference to PhonePe	Unit III / IV	Day 1 — 27 April 2026
3	2025207106	**N.D.S. Lakshmi**	A Case Study on Recommendation Systems Used by Amazon Prime	Unit III	Day 1 — 27 April 2026
4	2025207107	**P Karuna**	E-Commerce Platforms and Their Business Impact: A Case Study on Flipkart	Unit III	Day 1 — 27 April 2026
5	2025207110	**S S R Teja**	A Case Study on Nykaa Fashion Private Limited: Marketing and Social Media Strategies for Business Growth	Unit III	Day 1 — 27 April 2026
6	2025207202	**K Yeswanth**	Business Growth Through Shopify Mobile Applications: A Case Study	Unit III / IV	Day 2 — 28 April 2026
7	2025207204	**P Swarna Latha**	A Case Study on the Use of Artificial Intelligence in Customer Service with Reference to Tata Consultancy Services (TCS)	Unit III	Day 2 — 28 April 2026
8	2025207205	**A V Sambagavi**	Cloud Computing and BNPL Services: A Case Study on Amazon Web Services (AWS)	Unit III / IV	Day 2 — 28 April 2026
9	2025207206	**G.V.V Narayana**	A Case Study on Digital Credit and BNPL Services Offered by Slice Small Finance Bank	Unit IV	Day 2 — 28 April 2026

S.No.	Roll No.	Student Name	Presentation Title	Syllabus Unit	Day
10	2025207207	**K Mahesh**	A Case Study on Razorpay Payment Gateway: Understanding Modern Digital Payment Infrastructure	Unit IV	Day 2 — 28 April 2026

4. Detailed Case Study Presentations

This section provides an expanded account of each student's presentation, including the key themes, arguments, data points, and conclusions drawn during the seminar. A designated space is provided beneath each presenter's heading for inserting a photograph of the student at the time of presentation.

4.1 RAM and Storage Technologies: A Case Study on Samsung Electronics

Presenter: Ch Mouli **Roll No.:** 2025207101
Syllabus Unit: Unit I **Session:** Day 1 — 27 April 2026

Ch Mouli's presentation offered a thorough examination of semiconductor memory technologies, anchored by Samsung Electronics as the world's foremost manufacturer of both DRAM and NAND flash memory. The study opened with a foundational distinction between volatile memory (RAM) and non-volatile storage (SSDs, eMMC, UFS), establishing why each plays an indispensable role in modern computing systems.

The presenter detailed Samsung's Semiconductor Division, which contributes over 60% of the company's annual revenue, and traced the evolution of its memory roadmap from early 2D NAND architectures to the current V-NAND (Vertical NAND) technology that stacks memory cells in 3D layers to achieve higher density and lower power consumption. Key product lines highlighted included Samsung's DDR5 DRAM modules used in enterprise servers and its UFS 4.0 storage chips powering flagship smartphones.

A particularly insightful segment covered the global chip shortage of 2020–2022, exploring how Samsung strategically invested over USD 17 billion in new fabrication plants in Texas (USA) and Pyeongtaek (South Korea) to expand capacity. The student linked these investments to broader themes of supply chain resilience, national semiconductor policies, and the geopolitical dimension of memory chip production.

The presentation concluded by connecting storage technology evolution to business applications — demonstrating how faster RAM and SSD speeds directly reduce latency in enterprise databases, cloud

servers, and AI inference tasks, thereby enabling more responsive and scalable business information systems.

4.2 Case Study on Digital Payment System with Reference to PhonePe

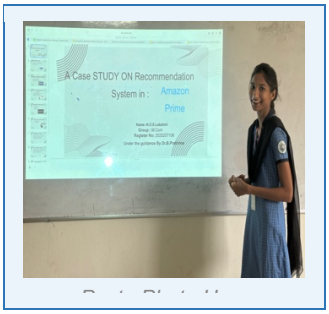
Presenter: K S Bharathi **Roll No.:** 2025207103
Syllabus Unit: Unit III / IV **Session:** Day 1 — 27 April 2026

K S Bharathi's presentation delivered a comprehensive analysis of PhonePe, India's largest UPI-based payments platform by transaction volume, processing over 13 billion transactions per month as of early 2025. The study traced PhonePe's founding in 2015, its acquisition by Flipkart, and its eventual separation into an independent entity backed by Walmart.

The presenter explained the technical architecture underpinning PhonePe's payment ecosystem: the UPI 2.0 protocol enabling instant bank-to-bank transfers, the multi-bank model connecting over 80 banking partners, and the role of NPCI (National Payments Corporation of India) as the regulatory backbone. A detailed walkthrough of a typical P2P and P2M (person-to-merchant) transaction flow illustrated how funds are settled within seconds.

The case study assessed PhonePe's diversification strategy beyond payments — into insurance (PhonePe Insurance Broking), mutual funds (Share.Market), and hyperlocal commerce (Pincode app) — demonstrating how a payment super-app evolves into a financial services platform. The student also examined the company's Switch platform, which allows users to access third-party mini-apps within PhonePe, creating a marketplace ecosystem.

Security mechanisms were discussed in depth, including device binding, two-factor authentication via UPI PIN, end-to-end encryption, and RBI-mandated transaction limits. The presenter concluded by evaluating the competitive landscape (Google Pay, Paytm, CRED) and argued that PhonePe's early-mover advantage, merchant network of 40 million+ acceptance points, and rural penetration through Aadhaar-linked accounts position it as a dominant player in India's evolving digital payment infrastructure.



4.3 A Case Study on Recommendation Systems Used by Amazon Prime

Presenter: N.D.S. Lakshmi **Roll No.:** 2025207106
Syllabus Unit: Unit III **Session:** Day 1 — 27 April 2026

N.D.S. Lakshmi presented an in-depth study of how Amazon Prime Video and Amazon's wider retail platform employ recommendation systems to personalise user experiences and drive revenue. The presentation began by contextualising Amazon's scale — over 200 million Prime subscribers globally — and the enormous behavioural data generated by their interactions.

The student explained the three core algorithmic pillars: Collaborative Filtering (recommendations based on what users with similar preferences watched or bought), Content-Based Filtering (matching attributes of previously liked items to new candidates), and Hybrid Models that combine both approaches. A clear illustration of the 'item-to-item collaborative filtering' method — patented by Amazon and widely credited with influencing 35% of its total revenue — helped the audience understand the commercial weight of recommendation accuracy.

The presenter also addressed Amazon's use of Deep Learning models, particularly Recurrent Neural Networks (RNNs) and Transformer architectures, to capture sequential viewing behaviour (e.g., predicting the next series a user will watch based on their viewing history). The role of contextual signals — time of day, device type, geographic location — in refining recommendations was explained with practical examples.

Cold-start challenges (handling new users or new content with no historical data) were discussed, along with Amazon's mitigation strategies such as demographic profiling and content metadata tagging. The presentation concluded by reflecting on ethical dimensions: the filter bubble effect, algorithmic bias, and the balance between personalisation and diversity of content discovery — issues directly relevant to responsible e-commerce design covered in Unit III.

4.4 E-Commerce Platforms and Their Business Impact: A Case Study on Flipkart

Presenter: P Karuna **Roll No.:** 2025207107
Syllabus Unit: Unit III **Session:** Day 1 — 27 April 2026

P Karuna's presentation offered a panoramic view of Flipkart's journey from a two-person online bookstore in Bangalore (2007) to India's largest homegrown e-commerce marketplace with a Gross

Merchandise Value (GMV) exceeding USD 23 billion. The study was structured around three phases: Flipkart's early growth phase (2007–2014), its hyper-expansion and competition phase (2015–2018), and the post-Walmart acquisition era (2018–present).

A significant portion of the presentation focused on Flipkart's supply chain innovations — particularly the development of its in-house logistics arm, Ekart, which manages over 1 million shipments daily across 3,800+ pin codes. The student explained how Flipkart pioneered Cash on Delivery (CoD) in India to overcome consumer trust barriers, and introduced EMI options and No-Cost EMI schemes that made high-value electronics accessible to middle-income buyers.

The seller ecosystem was examined in detail: Flipkart's marketplace model, Flipkart Advantage fulfilment service for sellers, and the role of Flipkart Wholesale (formerly Best Price) in serving kirana stores and small businesses. The student assessed the impact of Flipkart's annual 'Big Billion Days' sale, which generated over INR 11,000 crore in sales within the first 48 hours in 2024, illustrating how flash sale events reshape consumer behaviour and supply chain planning.

The case study concluded with a SWOT analysis of Flipkart's position vis-à-vis Amazon India and the emerging quick commerce segment, arguing that Flipkart's regional language interface, rural last-mile delivery network, and government relations (Make in India partnerships) give it structural advantages that go beyond price competition alone.

4.5 A Case Study on Nykaa Fashion Private Limited: Marketing and Social Media Strategies for Business Growth

Presenter: S S R Teja **Roll No.:** 2025207110
Syllabus Unit: Unit III **Session:** Day 1 — 27 April 2026

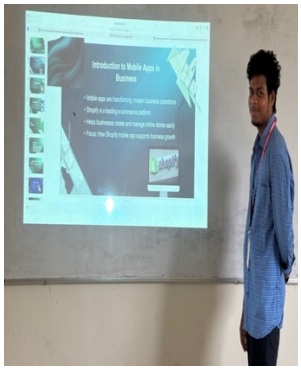
S S R Teja's presentation dissected Nykaa Fashion's ascent from a beauty-only platform to a full-spectrum fashion and lifestyle e-commerce destination, focusing on its distinctive digital marketing philosophy. The student opened by profiling Nykaa's founding vision under Falguni Nayar and the IPO in 2021 that valued the company at over INR 1 lakh crore — a landmark event in Indian startup history.

The core of the presentation examined Nykaa Fashion's content-commerce integration strategy. Unlike competitors who rely on discount-led demand generation, Nykaa built purchase intent through editorial beauty content, YouTube tutorials, and branded campaigns featuring Bollywood celebrities. The presenter analysed campaigns such as 'What's In Your Kit' and 'NykaaFashion Style File', demonstrating how content builds aspiration before conversion.

Instagram and YouTube strategy was explored in granular detail: Nykaa's algorithm-friendly short-form video content (Reels), influencer seeding campaigns across nano, micro, and macro creators, and the deployment of user-generated content (UGC) as social proof. The student presented engagement

metrics illustrating how Nykaa achieves cost-per-acquisition rates significantly lower than paid advertising through organic community building.

The omnichannel dimension was addressed through Nykaa's network of 180+ physical 'Nykaa On Trend' stores, which serve as experiential touchpoints that feed online traffic. The presentation concluded with a critical assessment of challenges — managing counterfeit product risks on the platform, sustaining profitability while investing in brand marketing, and competing with Myntra and Meesho in the mass-market fashion segment — situating Nykaa's strategy within the broader Unit III e-commerce business model framework.



4.6 Business Growth Through Shopify Mobile Applications: A Case Study

Presenter: K Yeswanth **Roll No.:** 2025207202
Syllabus Unit: Unit III / IV **Session:** Day 2 — 28 April 2026

K Yeswanth's presentation explored how Shopify has democratised e-commerce for entrepreneurs and small businesses globally through its mobile-first commerce platform. With over 4.4 million active stores across 175 countries and a Gross Merchandise Volume exceeding USD 235 billion in 2024, Shopify was presented as a transformative SaaS (Software-as-a-Service) infrastructure layer for modern retail.

The presenter devoted considerable attention to Shopify's App Store ecosystem — a marketplace of over 8,000 third-party applications spanning marketing automation, inventory management, customer loyalty programmes, and AI-powered analytics. The case study highlighted how this app ecosystem creates a network effect: more merchants attract more app developers, who in turn make the platform more attractive to merchants, generating compounding value.

The mobile commerce dimension was examined through Shopify's native iOS and Android merchant apps, enabling real-time order management, inventory tracking, and customer messaging from a smartphone. The student demonstrated how Shopify's POS (Point of Sale) hardware bridges online and offline retail, allowing merchants to unify sales data across channels.

A section on Shopify Payments, Shopify Capital (merchant lending), and Shopify Balance (business banking) illustrated how Shopify has evolved from a storefront builder into a financial operating system for commerce. The presenter connected this vertical integration to Unit IV's EDI and business model concepts, arguing that Shopify represents a new-generation B2B2C commerce model where platform services replace traditional supply chain intermediaries.

4.7 A Case Study on the Use of Artificial Intelligence in Customer Service with Reference to Tata Consultancy Services (TCS)

Presenter: P Swarna Latha **Roll No.:** 2025207204
Syllabus Unit: Unit III **Session:** Day 2 — 28 April 2026

P Swarna Latha delivered a sophisticated presentation on TCS's deployment of Artificial Intelligence across its customer service operations — both within its own IT services delivery and within solutions implemented for its 600,000+ client base across 46 countries. The study began by contextualising TCS as a USD 29 billion revenue enterprise and the largest employer in India's IT sector, establishing the scale at which AI adoption produces measurable impact.

The presenter examined TCS Ignio, the company's proprietary cognitive automation platform, which uses machine learning to monitor IT infrastructure, detect anomalies, and auto-remediate issues without human intervention. Case examples from TCS's BFSI (Banking, Financial Services, Insurance) clients illustrated how Ignio reduced mean time to resolution (MTTR) for IT incidents by up to 40%, directly improving end-customer service experiences.

Natural Language Processing (NLP) applications were explored in depth: TCS's AI-powered chatbots handling Tier-1 customer queries across banking, telecom, and retail sectors; sentiment analysis tools that scan customer feedback in real time to flag dissatisfaction before it escalates; and voice AI systems deployed in contact centres to assist agents with contextual knowledge retrieval during live calls.

The student presented TCS's WisdomNext knowledge management platform, which uses AI to surface relevant documentation, past resolution logs, and regulatory updates to customer service agents on demand, reducing average handling time and improving first-call resolution rates. The presentation concluded with a forward-looking discussion on ethical AI in customer service — data privacy, algorithmic transparency, and the importance of maintaining a human-in-the-loop for complex or sensitive customer interactions — marking this as one of the most forward-thinking presentations of the two-day seminar.

4.8 Cloud Computing and BNPL Services: A Case Study on Amazon Web Services (AWS)

Presenter: A V Sambagavi **Roll No.:** 2025207205
Syllabus Unit: Unit III / IV **Session:** Day 2 — 28 April 2026

A V Sambagavi's presentation examined two interconnected themes: the role of AWS as the backbone of global digital commerce infrastructure, and the emergence of Buy Now Pay Later (BNPL) as a disruptive consumer credit model enabled by cloud-scale technology. The presenter established AWS's market position — commanding approximately 31% of global cloud market share with over USD 100 billion in annual revenue — and argued that modern e-commerce, including BNPL, is functionally inseparable from cloud infrastructure.

The AWS section explored core services directly relevant to e-commerce: Amazon EC2 (elastic compute), S3 (object storage), DynamoDB (NoSQL database for high-frequency transactions), CloudFront (content delivery network), and AWS Lambda (serverless functions for event-driven order processing). Practical examples illustrated how an online retailer uses these services together to handle traffic spikes during sales events without infrastructure over-provisioning.

The BNPL analysis focused on Amazon's own 'Buy Now Pay Later' integration through its partnerships with Affirm and the launch of Amazon Monthly Instalments in India. The student explained BNPL's credit mechanics — soft credit checks, merchant-subsidised interest, and the deferred revenue recognition model — and compared it with traditional EMI credit cards, highlighting lower friction at checkout as the key driver of conversion improvement (studies cited showed up to 85% basket completion rate with BNPL vs. 68% without).

The presentation concluded by assessing BNPL risk factors — rising defaults in 2023–24 as interest rates increased globally, regulatory scrutiny from RBI and FCA — and argued that cloud-native credit decisioning (real-time bureau integration, behavioural scoring using AWS SageMaker) allows BNPL providers to manage default risk more dynamically than legacy lending institutions.

4.9 A Case Study on Digital Credit and BNPL Services Offered by Slice Small Finance Bank

Presenter: G.V.V Narayana **Roll No.:** 2025207206
Syllabus Unit: Unit IV **Session:** Day 2 — 28 April 2026

G.V.V Narayana's presentation offered a focused study on Slice (now Slice Small Finance Bank following its merger with North East Small Finance Bank in 2024) as a pioneering fintech that redefined consumer credit access for India's young urban population. The presenter noted that Slice was founded in 2016 specifically to serve the credit-underserved 18–35 age group, a demographic largely excluded from traditional credit cards due to lack of credit history.

The credit model was examined in technical detail: Slice's proprietary underwriting algorithm evaluates alternative data sources — mobile recharge patterns, digital transaction history, app usage behaviour,

and educational background — to build credit profiles for first-time borrowers. This approach enabled Slice to onboard over 10 million users within five years, with a largely paperless, fully digital KYC and account opening journey completed in under ten minutes.

The BNPL product architecture was dissected: Slice Card (a Visa-powered card with a built-in BNPL layer), flexible EMI options of 3–12 months across merchant categories, and a rewards ecosystem offering cashback and brand partnerships with Myntra, Swiggy, and BookMyShow. The student analysed how the rewards programme drives platform stickiness and increases transaction frequency beyond credit-need moments.

A significant section addressed the regulatory transition: following RBI guidelines on BNPL classification and the mandatory merger with a licensed banking entity, Slice underwent substantial governance and capital adequacy changes. The student examined how this transition repositioned Slice from a lending-tech startup to a regulated Small Finance Bank, enabling it to accept deposits and expand its product suite to savings accounts and business loans — demonstrating the maturation of India's fintech sector under evolving EDI and digital finance regulatory frameworks.

4.10 A Case Study on Razorpay Payment Gateway: Understanding Modern Digital Payment Infrastructure

Presenter: K Mahesh **Roll No.:** 2025207207
Syllabus Unit: Unit IV **Session:** Day 2 — 28 April 2026

K Mahesh's presentation delivered a technically detailed and commercially insightful case study on Razorpay, India's first full-stack financial solutions company and one of the few Indian startups to achieve unicorn status (valued at USD 7.5 billion as of 2023). The presenter traced Razorpay's founding in 2014 by IIT Roorkee graduates Harshil Mathur and Shashank Kumar, who identified the absence of a developer-friendly payment gateway in India as a critical gap in the e-commerce infrastructure.

The technical architecture of Razorpay's payment processing was explained step-by-step: the merchant integration layer (APIs, SDKs, Razorpay checkout widget), the payment aggregation layer that routes transactions to the optimal acquiring bank, the risk and fraud detection engine using ML-based anomaly detection, and the settlement layer that reconciles funds and credits merchant accounts within T+1 or T+2 settlement cycles. The student drew a clear distinction between a payment gateway (Razorpay's core) and a payment processor, payment aggregator, and acquiring bank — concepts that are commonly conflated.

The presenter examined Razorpay's product ecosystem beyond the gateway: Razorpay X (business banking and current accounts), Razorpay Capital (revenue-based financing for merchants), Razorpay Payroll (salary disbursement and compliance), and RazorpayPOS (offline payments). This full-stack

model, the student argued, mirrors global platforms like Stripe and Square, and represents a vertical integration strategy that deepens merchant dependency and raises switching costs.

The presentation concluded with a regulatory analysis covering RBI's Payment Aggregator (PA) and Payment Gateway (PG) licensing framework issued in 2020, which imposed capital requirements, data localisation mandates, and merchant due-diligence obligations on companies like Razorpay. The student assessed how compliance with these regulations, while operationally demanding, strengthens institutional trust and positions Razorpay for international expansion — a fitting conclusion that tied the case study back to Unit IV's electronic data interchange and digital commerce infrastructure themes.

5. Observations and Remarks

The seminar presentations demonstrated a commendable level of preparation and engagement from the participating students. The following observations are recorded:

- The majority of topics were drawn from Unit III (E-Commerce) and Unit IV (EDI and Business Models), reflecting the applied and contemporary relevance of these units to current industry practices.
- Students showed a strong ability to relate theoretical syllabus concepts to real-world case studies from leading Indian and global organisations such as Flipkart, PhonePe, TCS, Razorpay, and AWS.
- Presentations on BNPL services (Slice and AWS) and digital payment gateways (PhonePe, Razorpay) indicated awareness of current fintech trends shaping Indian business environments.
- The presentation by P Swarna Latha on AI in Customer Service at TCS was particularly noteworthy for its coverage of emerging technologies beyond the core syllabus, demonstrating exceptional research initiative.
- K Mahesh's technical dissection of Razorpay's payment processing architecture and regulatory compliance landscape stood out for its depth and precision.
- Seven students did not present on either day. It is recommended that the course instructor assess whether these students require alternate assessment or rescheduling of their presentations.
- The two-day format allowed each presenter adequate time and facilitated more focused peer interaction and faculty feedback after each presentation.
- Overall, the session served its pedagogical purpose of reinforcing theoretical learning through practical case analysis and oral communication skills.

6. Conclusion:

The seminar presentation exercise conducted on 27 and 28 April 2026 for CCP 205: Computer Applications in Business was a productive and enriching academic activity. The presentations collectively covered a broad spectrum of the course syllabus, with particular depth in e-commerce, digital payments, cloud computing, and fintech business models. Spreading the session across two

days allowed for more deliberate engagement with each presentation and provided adequate time for peer discussion and faculty feedback.

The calibre of research demonstrated by the presenting students — spanning technical payment infrastructure, AI applications, regulatory frameworks, and global technology business models — reflects a maturing understanding of how computer applications underpin modern commerce.

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