

2011

E-COMMERCE AND ERP

Time Allotted : 3 Hours

Full Marks : 70

The figures in the margin indicate full marks.

Candidates are required to give their answers in their own words as far as practicable.

GROUP - A

(Multiple Choice Type Questions)

1. Choose the correct alternatives for the following : $10 \times 1 = 10$
- i) Symmetric encryption involves
- a) Public key b) Private Key
- c) both (a) and (b) d) none of these.
- ii) Firewalls operate by
- a) using a proxy server during Internet access
- b) isolation Intranet from Extranet
- c) screening packets to/from the Network and provide controllable filtering of network traffic
- d) none of these.

- iii) There are types of Business Transaction Models.
- a) one
 - b) two
 - c) three
 - d) four.
- iv) Which one of these is a protocol for secure messaging ?
- a) PGP
 - b) PEM
 - c) S/MIME
 - d) all of these.
- v) *iGov.com* is an example of
- a) B2B
 - b) B2C
 - c) B2G
 - d) C2B.
- vi) Investment Management is a sub-system of
- a) Sales & Distribution
 - b) Finance
 - c) Quality Management
 - d) none of these.
- vii) In RSA algorithm numbers are involved.
- a) ODD
 - b) EVEN
 - c) PRIME
 - d) all of these.
- viii) The *e-cash* is generally stored in the customer's computer in the form of an
- a) *e-chain*
 - b) *e-money*
 - c) *e-wallet*
 - d) none of these.
- ix) *E-business* S/W is best defined to manage
- a) buyer application
 - b) seller application
 - c) all of these
 - d) none of these.

- x) Which one is not a force fuelling e-commerce ?
- Economic Force
 - Technology and digital convergence
 - Internet Task force
 - Marketing and customer interaction force.

GROUP - B

(Short Answer Type Questions)

Answer any *three* of the following. 3 × 5 = 15

- Compare and construct symmetric and asymmetric key cryptographic techniques.
- What are the requirements for e-payment mechanism ?
- Describe the functional requirements for online selling and what specialized services and servers perform these functions. 3 + 2
- Define cyber laws. Why are cyber laws required ? 3 + 2
- What are the key technologies for B2B e-commerce ? Explain architectural models of B2B e-commerce.

GROUP - C

(Long Answer Type Questions)

Answer any *three* of the following. 3 × 15 = 45

- What are the advantages of e-marketing ? 4
 - Describe payment through card system. 7
 - What is quality management ? 4

8. a) What is EDI ? 2
- b) What are the basic components of EDI ? Describe briefly. 5
- c) What role does it play in e-commerce ? 2
- d) Briefly explain benefits of EDI. 6
9. a) Briefly discuss about supply chain management. 4
- b) Why supply chain management is needed for any organization ? 6
- c) Explain the concept of 'Business content' in SAP Business Warehouse. 5
10. a) What is e-shopping ? What are the advantages and disadvantages of e-shopping ? 2 + 3
- b) Explain the concept of business process reengineering and its relationship with the productivity paradox and ERP. 5
- c) What are the security issues of e-commerce ? 5
11. Write short notes on any three of the following : 3 × 5
- a) E-logistic
- b) Collaborative computing
- c) VPN
- d) CRM
- e) Digital certificate.