

2012

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 any *ten* of the following : $10 \times 1 = 10$
- i) Which is not an ERP software package ?
 - a) SAP AG
 - b) People Soft
 - c) BAAN
 - d) All of these are ERP.
 - ii) Most of the Organizations may focus on improving
 - a) productivity
 - b) customer service
 - c) supporting their staff and volunteers more effectively
 - d) all of these.
 - iii) What are the full forms of FTP & RPC ?
 - a) File Transfer Protocol & Remote Procedure Call
 - b) File Transmission Protocol & Remote Procedure Call
 - c) File Transmission Protocol & Reference Process Call
 - d) None of these.

- iv) Which is not a computer related network ?
- a) Backbone Network (BN)
 - b) Business Area Network (BAN)
 - c) Campus Area Network (CAN)
 - d) Multi Level Marketing (MLM).
- v) Portals in India is
- a) Look for property
 - b) Buy/Sell shares
 - c) Order books
 - d) All of these.
- vi) "Data for transfer between different Systems" performs in
- a) Application Layer
 - b) Presentation Layer
 - c) Transport Layer
 - d) Physical Layer.
- vii) If any information is sending from A to B for decryption algo we use
- a) B's Public key
 - b) A's Private key
 - c) B's Private key
 - d) A's Public key.
- viii) Which is not the task of Call Centre ?
- a) Tally profit and loss of company
 - b) Entering customer orders for callers unable to complete an order online
 - c) Providing information about the company products or service
 - d) Customer product assistance.
- ix) Which is the disadvantage of Intranet ?
- a) Scalability
 - b) Well suited for most application
 - c) Less backend integration
 - d) Low maintenance.
- x) Among the following which is not the task of SCM ?
- a) Manufacturing
 - b) The co-ordination of order generation
 - c) Order taking
 - d) Offer fulfilment/distribution of products, services or information.

- xi) WMS stands for
- Wireless Mobile Standards
 - Warehouse Management System
 - Wide Messaging Services
 - None of these.
- xii) Which Cost is much important for EDI ?
- Implementation Costs
 - Running Cost
 - Other reorganization Costs
 - All of these.
- xiii) Transfer of funds through Cards, we generate E-Chaques which should require
- Login password
 - Transaction Password
 - ATM Card No
 - Both (b) & (c).

GROUP - B

(Short Answer Type Questions)

Answer any *three* of the following. $3 \times 5 = 15$

- What is the layered architecture of E-Commerce ? Describe briefly.
- Define WAP ? What are the handheld Devices ? $3 + 2$
- What are the advantages and disadvantages of E-Cash ?
- What is BPR ? Explain with an example. 3
 - What are the different types of threats of E-commerce ? Discuss it. 2
- Distinguish between CRM and SRM.

GROUP - C

(Long Answer Type Questions)

Answer any *three* of the following. $3 \times 15 = 45$

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|-----|----|---|-------|
| 7. | a) | What is Digital Signature ? How they differ from Digital Certificate ? | 2 + 3 |
| | b) | Give two prime nos. $P = 17$, $Q = 29$. Find out N , E and D in RSA encryption. | 5 |
| | c) | How a payment through e-cheque is done ? | 3 |
| | d) | State the function of firewall in E-commerce. | 2 |
| 8. | a) | What is EDI ? | 1 |
| | b) | What are the basic components of EDI ? Describe briefly. | 4 |
| | c) | What role does it play in E-commerce ? | 4 |
| | d) | Explain EDIFACT. | 4 |
| | e) | Discuss about the potential benefits of EDI. | 2 |
| 9. | a) | What is meant by technological convergence ? What are its implications ? | 4 |
| | b) | Discuss about the potential benefits of B2B e-commerce. | 4 |
| | c) | To float a new e-commerce company, on which parameters the strategy should be formulated ? Explain. | 7 |
| 10. | a) | What is Business Integration and how do the ERP systems achieve it ? | 5 |
| | b) | What are the factors that are critical for the success of the ERP implementation ? | 5 |
| | c) | What is BPR and how is BPR connected to ERP ? | 5 |
| 11. | a) | Discuss about the call centre. | 4 |
| | b) | What are the modes of operation of call centre ? | 3 |
| | c) | Explain CPE ? | 2 |
| | d) | Describe any four advantages offered by the mobile commerce environment as compared to commerce over a wired network. | 6 |