

E-COMMERCE & ERP

(INFO 3232)

Time Allotted : 2½ hrs

Full Marks : 60

Figures out of the right margin indicate full marks.

Candidates are required to answer Group A and any 4 (four) from Group B to E, taking one from each group.

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

Group - A

1. Answer any twelve: **$12 \times 1 = 12$**

Choose the correct alternative for the following

(vii) Cryptanalysis is used
 (a) to find some insecurity in a cryptographic scheme
 (b) to increase the speed
 (c) to encrypt the data
 (d) to make new ciphers.

(viii) The most important step of ERP implementation is _____ phase.
 (a) installing (b) training
 (c) gap analysis (d) testing

(ix) _____ approaches reduces data redundancy and provide update information.
 (a) legacy system (b) information system
 (c) integrated data model (d) data base

(x) Customer specific products are also known as _____.
 (a) make to stock (b) make to order
 (c) goods (d) expected products.

Fill in the blanks with the correct word

(xi) _____ is a crypto currency.

(xii) _____ is a key issue in the formation of strategic plans in companies.

(xiii) The reengineering team must consider _____ in the redesign of a process.

(xiv) Supply chain management is the management of the_____.

(xv) The CRM system consist of ___ components.

Group - B

2. (a) "E-Commerce is a subset of E-Business" — Justify the statement. *[(CO1)(Evaluate/HOCQ)]*
 (b) Explain the role of 'traffic & conversion' in E-Commerce. *[(CO2)(Understand/LOCQ)]*
 (c) "E-commerce is technology oriented" — Explain whether it is myth or reality. *[(CO1)(Understand/LOCQ)]*
 (d) How Digital Convergence has influenced E-commerce? Explain. *[(CO1)(Understand/LOCQ)]*

$$3 + 3 + 3 + 3 = 12$$

3. (a) Differentiate between E-Commerce and E Business. *[(CO1)(Analyse/IOCQ)]*
 (b) Explain the role of 'marketing' in E-Commerce. *[(CO2)(Understand/LOCQ)]*
 (c) Describe security issues and solutions related to e-commerce. *[(CO1)(Understand/LOCQ)]*

$$4 + 4 + 4 = 12$$

Group - C

4. (a) Explain B2B2C business model with real time example. *[(CO3)(Understand/LOCQ)]*
 (b) "Pull-based SCM is better than Push-based SCM"-Justify this statement. *[(CO3)(Justify/HOCQ)]*

(c) What is D2C model of business?-Explain. [(CO3)(Understand/LOCQ)]
5 + 4 + 3 = 12

5. (a) Explain the function of Supply Chain Management. [(CO2)(Understand/LOCQ)]
 (b) Differentiate between Transaction Phase and Transformation phase of E Governance. [(CO3)(Analyse/IOCQ)]
 (c) What is C2C business model? Explain. [(CO3)(Understand/LOCQ)]
5 + 4 + 3 = 12

Group - D

6. (a) What is a digital signature? Demonstrate the working technique of Digital Signature with respect to e-commerce. [(CO4)(Apply/IOCQ)]
 (b) Explain with the help of a diagram, using SSL(Secure Socket Layer) protocol how an e-commerce transaction takes place. [(CO4)(Remember/LOCQ)]
(2 + 4) + 6 = 12

7. (a) Explain the limitations of online credit card based payment system. [(CO4)(Understand/LOCQ)]
 (b) What is SET? With the help of a diagram explain how SET transaction works. [(CO4)(Understand/LOCQ)]
6 + 6 = 12

Group - E

8. (a) The Financial Accounting module is often the first module to be implemented within an ERP system. Explain why do many companies start with the Financial Accounting module? [(CO6)(Understand/LOCQ)]
 (b) Describe the interaction between Managerial Accounting and Control Systems with the following systems: Human Resources, Sales and Distribution, Materials Management, Production Planning. [(CO6)(Understand/LOCQ)]
4 + 8 = 12

9. (a) What is Digital Wallet? What are different types of digital wallet present? Briefly explain. [(CO6)(Remember/LOCQ)]
 (b) What are the major threat to information security and how it can be prevented? [(CO5)(Remember/LOCQ)]
6 + 6 = 12

Cognition Level	LOCQ	IOCQ	HOCQ
Percentage distribution	78	15	7

