

**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 × 1 = 12

Choose the correct alternative for the following

- (i) _____ lets in a commercial enterprise utility at the computer of one organization to speak immediately with the commercial enterprise utility at the computer of any other company.
 - (a) EDI
 - (b) Business Application
 - (c) Standards
 - (d) Protocols
- (ii) Which of the following best describes e-commerce?
 - (a) Doing business electronically
 - (b) Buying and selling goods
 - (c) Doing business
 - (d) All of the above
- (iii) Companies like Flipkart, Amazon and Myntra belong to which type of Ecommerce segment?
 - (a) B2B
 - (b) B2C
 - (c) C2B
 - (d) All of the above
- (iv) Which of the following is not a key element of a business model?
 - (a) value proposition
 - (b) competitive advantage
 - (c) market strategy
 - (d) universal standards
- (v) In debit card transaction
 - (a) Money is transferred from card holder's designated account later.
 - (b) Payment can be made later.
 - (c) Money is transferred from card holder's designated account immediately.
 - (d) Payment can be anytime.
- (vi) If you need to transfer money to another person via the internet which of the following method you could use?
 - (a) Financial cybermediary
 - (b) Electronic check
 - (c) Electronic bill present and payment
 - (d) All of the above.

- (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. [[C01](Evaluate/HOCQ)]
 (b) Explain the role of 'traffic & conversion' in E-Commerce. [[C02](Understand/LOCQ)]
 (c) "E-commerce is technology oriented" — Explain whether it is myth or reality. [[C01](Understand/LOCQ)]
 (d) How Digital Convergence has influenced E-commerce? Explain. [[C01](Understand/LOCQ)]
3 + 3 + 3 + 3 = 12
3. (a) Differentiate between E-Commerce and E Business. [[C01](Analyse/IOCQ)]
 (b) Explain the role of 'marketing' in E-Commerce. [[C02](Understand/LOCQ)]
 (c) Describe security issues and solutions related to e-commerce. [[C01](Understand/LOCQ)]
4 + 4 + 4 = 12

Group - C

4. (a) Explain B2B2C business model with real time example. [[C03](Understand/LOCQ)]
 (b) "Pull-based SCM is better than Push-based SCM"-Justify this statement. [[C03](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

