

**E-COMMERCE & ERP  
(INFO 3232)**

**Time Allotted : 3 hrs**

**Full Marks : 70**

*Figures out of the right margin indicate full marks.*

*Candidates are required to answer Group A and any 5 (five) from Group B to E, taking at least one from each group.*

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

**Group - A  
(Multiple Choice Type Questions)**

1. Choose the correct alternative for the following: **10 × 1 = 10**
- (i) Who protects system from external threats?  
(a) Firewall (b) EDI  
(c) ERP (d) JavaScripts
  - (ii) What type of malware spread computer to computer via internet traffic?  
(a) Virus (b) Worm  
(c) Trojan (d) Adware
  - (iii) Which of the following is primary characteristics of Internet?  
(a) People outside the organization can access it  
(b) People inside the organization can't access it  
(c) People outside the organization can't access it  
(d) None of the above.
  - (iv) What type of add appears on a web page?  
(a) pop-under ad (b) pop-up ad  
(c) banner ad (d) discount ad
  - (v) An electronic check is form of what?  
(a) e-commerce (b) online banking  
(c) e-cash (d) check
  - (vi) Which type of e-commerce focuses on consumer dealing with each other?  
(a) B2B (b) B2C  
(c) C2B (d) C2C
  - (vii) Which type deals with e-auction?  
(a) B2B (b) B2C  
(c) C2B (d) C2C

- (viii) Which one of the following in the technology for ERP system?  
(a) SCM (b) Data mining  
(c) BPR (d) all of the above
- (ix) Which is not a component of ERP?  
(a) Legacy system (b) Bolt on applications  
(c) Operational database (d) Cybersoft
- (x) \_\_\_\_\_ is the one of the benefits of supply chain management.  
(a) easy process  
(b) minimum time  
(c) manufacturing make to stock products  
(d) faster response to market changes.

### **Group - B**

2. (a) What is e-commerce? How does it differ from e-business? What are some of the unique features of e-commerce technology?  
(b) What are the three basic building blocks of the Internet? Compare and contrast intranets and the Internet as a whole. What are some of the major limitations of today's Internet?  
 $(2 + 2 + 2) + (2 + 2 + 2) = 12$
3. (a) Why are mobile apps the next big thing? What is the difference between a mobile web app and a native app? What are the advantages and disadvantages of mobile first design?  
(b) Describe in brief the three logical levels or "layers" of standards required to achieve Electronic Data Interchange (EDI) information transfer.  
 $(2 + 2 + 2) + 6 = 12$

### **Group - C**

4. (a) What is a business model? Describe in brief the eight key components of an effective business model?  
(b) Give examples of B2C, B2B, C2C, and social, mobile, and local e-commerce.  
 $(2 + 4) + 6 = 12$
5. (a) Name and define the two distinct types of procurements firms make. Explain the difference between the two. Define the term supply chain.  
(b) Describe six major trends in supply chain management and collaboration.  
 $(2 + 2 + 2) + 6 = 12$

**Group - D**

- 6. (a) Describe the major steps involved in an online credit card transaction. Briefly discuss the disadvantages of credit cards as the standard for online payments.
  - (b) What is a marketing automation system and how is it used? Name some of the drawbacks to the data mining techniques used in Internet marketing. What are some of the advantages of direct e-mail marketing?
- (4 + 2) + (2 + 2 + 2) = 12**
- 7. (a) How does spoofing threaten a website's operations? Briefly explain how public key cryptography works.
  - (b) Why is adware or spyware considered to be a security threat? Compare and contrast firewalls and proxy servers and their security functions.
- (2 + 4) + (2 + 4) = 12**

**Group - E**

- 8. (a) What is Enterprise Resource Planning(ERP)? State the business benefits of ERP. State the major ERP modules supported by vendors.
  - (b) How does the implementation of ERP contribute to business process re-engineering? How does information technology facilitate the process of business re-engineering.
- (2 + 2 + 2) + (3 + 3) = 12**
- 9. (a) State advantages of sales and marketing ERP software. Describe in brief the features of Customer Relationship Management (CRM).
  - (b) Why Financial Accounting module is often the first module to be implemented within an ERP system? Describe in brief the production planning and manufacturing modules in ERP system.
- (2 + 4) + (2 + 4) = 12**

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