

**ECOMMERCE AND ERP
(MCAP 2152)**

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) Which segment do eBay, Amazon.com belong?
(a) B2Bs (b) B2Cs (c) C2Bs (d) C2Cs.
- (ii) The solution for all business needs is
(a) EDI (b) ERP (c) SCM (d) None of these.
- (iii) What are materials used in production in a manufacturing company or are placed on the shelf for sale in a retail environment?
(a) Direct materials (b) Indirect materials
(c) EDI (d) None of these.
- (iv) A combination of software and information designed to provide security and information for payment is called a what?
(a) Digital wallet (b) Pop up ad
(c) Shopping cart (d) Encryption.
- (v) Secure Sockets Layers does which of the following?
(a) Creates a secure, private connection to a web server
(b) Encrypts information
(c) Sends information over the internet
(d) All of these.
- (vi) Which is not a function of ERP?
(a) Warehousing (b) Sales
(c) Scheduling (d) None of these.
- (vii) The most important step of ERP implementation is _____ phase.
(a) Installing (b) Training
(c) Gap analysis (d) Testing.

- (viii) In order to reduce the lead times, the organization should have an efficient _____ system.
- | | |
|----------------|---------------------------|
| (a) Purchasing | (b) Production planning |
| (c) Inventory | (d) Integrated inventory. |
- (ix) _____ is a key issue in the formation of strategic plans in companies.
- | | |
|------------------|------------------|
| (a) Computerized | (b) Quantity |
| (c) Quality | (d) Flexibility. |
- (x) During the _____ session the reengineering must also consider new technologies.
- | | |
|-------------------|------------------|
| (a) Planning | (b) Implementing |
| (c) Brainstorming | (d) Training. |

Group - B

2. (a) Explain the role of e-commerce in the field of banking and finance. [(CO1) (Remember/LOCQ)]
- (b) Discuss the pros and cons of the internet for e-commerce. [(CO1) (Remember/LOCQ)]
- 6 + 6 = 12**

3. (a) Explain the cyber cash model in e commerce. [(CO3)(Apply/IOCQ)]
- (b) Discuss the nine dimensions of e-strategy. [(CO2) (Evaluate/HOCQ)]
- 6 + 6 = 12**

Group - C

4. (a) Explain the meaning of payment system. Compare and contrast different kind of payment system. [(CO3)(Evaluate/HOCQ)]
- (b) Explain the procedure of Secure Electronic Transaction (SET). [(CO2)(Remember/LOCQ)]
- 6 + 6 = 12**

5. (a) Illustrate working of digital signature and justify its advantage over manual signature. [(CO4)(Evaluate/HOCQ)]
- (b) Explain the use of SSL to secure the network. [(CO4)(Apply/IOCQ)]
- (c) What are security issues of electronic transaction? Explain. [(CO2)(Analyze/IOCQ)]
- 4 + 4 + 4 = 12**

Group - D

6. (a) How will an ERP system improve customer satisfaction and goodwill? [(CO6)(Evaluate/HOCQ)]
- (b) How does SCM help to share data with business partners? [(CO5)(Remember/LOCQ)]
- (c) Establish the relationship between ERP and MRP? [(CO5)(Analyze/IOCQ)]
- 4 + 4 + 4 = 12**

- 7. (a) What is an enterprise? What is the role of enterprise in business? [(CO5) (Remember/LOCQ)]
 - (b) What is OLAP and compare it with OLTP? [(CO6) (Analyze/IOCQ)]
 - (c) What are the components of data warehouse? Explain. [(CO5)(Apply/IOCQ)]
- 4 + 6 + 2 = 12**

Group - E

- 8. (a) State the phases of ERP implementation life cycle. Explain any three of them in detail. [(CO6) (Apply/IOCQ)]
 - (b) Illustrate the major functions of the Materials Management System? [(CO5) (Illustrate/HOCQ)]
- 8 + 4 = 12**
- 9. (a) Explain the Financial Accounting Module. [(CO5) (Analyze/IOCQ)]
 - (b) Discuss the importance of Post-implementation of phase of ERP implementation. How is it carried out? [(CO6) (Apply/IOCQ)]
- 8 + 4 = 12**

Cognition Level	LOCQ	IOCQ	HOCQ
Percentage distribution	31.57%	42.10%	26.33%

Course Outcome (CO):

After the completion of the course students will be able to

1. Evaluate and differentiate various types of E-commerce.
2. Explain Hardware and Software Technologies for E-commerce.
3. Explain payment systems for E-commerce.
4. Analyze legal and moral issues in the digital age.
5. Explain an Enterprise and evaluate it from Resource Management Perspective
6. Design the ERP implementation strategies.

*LOCQ: Lower Order Cognitive Question; IOCQ: Intermediate Order Cognitive Question; HOCQ: Higher Order Cognitive Question

Department & Section	Submission Link
MCA	https://classroom.google.com/c/NDA1MzYzMDQwODU2/a/NDQ4ODMzNTY2OTcw/details