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
<u>any 5 (five)</u> from Group B to E, taking <u>at least one</u> 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)   In _____, a company steers business to a partner and receives a referral fee or percentage of the revenue from any resulting sales.
   (a) transaction fee revenue model   (b) sales revenue model
   (c) advertising revenue model   (d) affiliate revenue model

   (ii)   _____ is an example of C2C e-commerce.
   (a) Amazon.com   (b) ebay.com
   (c) Priceline.com   (d) e-Steel.com

   (iii)   The _____ is a network that links selected resources of a company's intranet with its customers, suppliers, or other business partners.
   (a) internet   (b) extranet
   (c) virtual private network   (d) wide area network.

   (iv)   The EDI software helps achieve
   (a) coding/decoding of the EDI message
   (b) interfacing with the VADS
   (c) coding/decoding of the EDI message & interfacing with the VADS
   (d) all of the above.

   (v)   As far as basic facility of a VADS is concerned choose the right answer:
   (a) The Postbox – where incoming messages are placed
   (b) The Mailbox – where outgoing messages are placed
   (c) The Postbox – where outgoing messages are placed
   (d) The Mailbox – where incoming & outgoing messages are placed.

   (vi)   Digital products are best suited for B2C e-commerce because they
   (a) are commodity like products   (b) can be mass-customized
   (c) can be delivered at the time of purchase   (d) all of the above.

(vii)   Certification of digital signature by an independent authority is needed because
(a) it is safe
(b) it gives confidence to a business
(c) the authority checks and assures customers that the public key indeed belongs to the business which claims its ownership
(d) private key claimed by a sender may not be actually his.

(viii)   In SSL, client authentication is ____
(a) mandatory   (b) optional
(c) unspecified   (d) none of the above.

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

(x)   Which is the first phase in ERP implementation?
(a) Understanding the problem   (b) Defining solutions.
(c) Getting down to work   (d) Going live.

Group- B

2.   (a)   How Digital Convergence has influenced E-commerce? Why B2C E-Business didn't flourish as much as did B2B?   [(CO3)(Understand/LOCQ)]
(b)   E-commerce is technology oriented. Explain whether it is myth or reality. Middleman is out – explain briefly how far it is true in light of E-commerce.
[(CO1)(Analyze/IOCQ)]
(2 + 6) + (2 + 2) = 12

3.   (a)   What is "anytime, anywhere, anyone" in e-business perspective?
[(CO1)(Understand/LOCQ)]
(b)   Why dot coms in phase II (1997 – 2000) of e-commerce failed? Mention three most important reasons.   [(CO1)(Analyze/IOCQ)]
(c)   What are the most important differences between e-commerce and e-business era?   [(CO1)(Remember/LOCQ)]
2 + 6 + 4 = 12

Group - C

4.   You sell fresh fruits from your one and only brick and mortar store called "Juicy Fruits". You have a craving desire to be a sole supplier of fresh fruits to "C3" – a very popular and big grocery store. C3 does its sourcing only from suppliers those who are a subscriber to the VADS involved in retail sector. You have heard of EDI and its benefits, and finally you decided to join VADS to start a trading relationship with C3. Since you have no technological ability, the VADS will take care of everything.
(i)   Show with proper diagram, how the order by C3 will be communicated to you over EDI using "Store and Forward" system of VADS.   [(CO3)(Apply/IOCQ)]
(ii)   What role EDI software plays in this EDI communication?
[(CO3)(Remember/LOCQ)]

(iii) How protocol independence and time independence is ensured by VADS?
[(CO3)(Analyze/LOCQ)]
(6 + 2 + 4) = 12

5. (a) What is e-tailing? Why were so many entrepreneurs drawn to start businesses in the on-line retail sector initially? How this influences the B2B E-commerce?
[(CO3)(Evaluate/HOCQ)]

(b) What are the differences in e-tailing before year 2000 and after year 2000? What are the strategic differences between a Brick and Mortar (i.e., traditional) book shop and Click and Mortar book shop? [(CO3)(Analyze/IOCQ)]
(1 + 3 + 2) + (2 + 4) = 12

Group – D

6. (a) Compare and contrast marketing strategies used in Affiliate marketing, Viral marketing and Lead generation marketing. Why is off-line advertising still important? [(CO5)(Analyze/IOCQ)]

(b) Why Web Analytics is important in online advertising?
[(CO5)(Understand/LOCQ)]
(6 + 2) + 4 = 12

7. (a) Explain with the help of a diagram, using SSL(Secure Socket Layer) protocol how an e-commerce transaction takes place. [(CO4)(Apply/IOCQ)]

(b) What is NFC (Near Field Communication)? How Google wallet incorporates it in on-line payments? [(CO4)(Apply/IOCQ)]
6 + (2 + 4) = 12

Group - E

8. (a) What is the difference between Sales and Marketing module in ERP and traditional sales & marketing software? What is the purpose of sales and marketing module in ERP? [(CO6)(Evaluate/HOCQ)]

(b) How ERP system provides the foundation for CRM (Customer Relationship Management)? [(CO6)(Analyze/IOCQ)]
(2 + 2) + 8 = 12

9. (a) How can an ERP system improves SCM by providing linkages among firms? Provide examples of the following:
(i) Linkages between suppliers and manufacturers
(ii) Linkages between manufacturers and retailers. [(CO6) (Understand/LOCQ)]

(b) How do ERP systems supporting SCM provide a foundation for E-Business?
[(CO6) (Analyze/IOCQ)]
(3 + 3) + 6 = 12

Cognition Level	LOCQ	IOCQ	HOCQ
Percentage distribution	22.91	66.66	10.41

Course Outcome (CO):

After the completion of the course students will be able to
1. Understand the basics of E-commerce system.
2. Choose right kind of hardware and software platforms for the E-commerce system they are building.
3. Understand EDI, B2B, B2C, C2C, m-commerce, E-Governance – the varied aspects of E-commerce.
4. Understand the importance of security in E-commerce.
5. Understand E-commerce marketing concepts, dimensions and technologies.
6. Define the major ERP components, including Sales and Marketing, Accounting and Finance, Production and Materials Management and the relationship between E-business and ERP.

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