

9. (a) How can an ERP system improve SCM by providing linkages among firms? Provide examples of the following:
- i) Linkages between suppliers and manufacturers
 - ii) Linkages between manufacturers and retailers.
- (b) How do ERP systems supporting SCM provide a foundation for E-Business?

(3 + 3) + 6 = 12

**E-COMMERCE AND ERP
(INFO 3231)**

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 one is **not** a force fuelling e-commerce?
 - (a) Economic Force
 - (b) Technology & Digital Convergence
 - (c) Internet Task Force
 - (d) Marketing & Customer Interaction Force.
 - (ii) 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.
 - (iii) _____ is an example of C2B e-commerce
 - (a) Amazon.com
 - (b) ebay.com
 - (c) Priceline.com
 - (d) e-Steel.com.
 - (iv) EDI message is made up of
 - (a) message header, a series of data elements, message trailer
 - (b) message header, a series of messages, message trailer
 - (c) message header, a series of data segments, message trailer
 - (d) a series of data segments.
 - (v) A(n)_____ 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.
 - (vi) _____ is a public key encryption algorithm
 - (a) DES
 - (b) Triple DES
 - (c) RSA
 - (d) RAS.

- (vii) Encryption can provide four of the six key dimensions of e-commerce, i.e.,
- (a) Integrity, Non repudiation, Authenticity, Availability
 - (b) Integrity, Availability, Public Safety, Authenticity
 - (c) Non repudiation, Authenticity, Public Safety, Privacy
 - (d) Integrity, Non repudiation, Authenticity, Confidentiality.

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

- (ix) Digital Envelope contains symmetric key encrypted with the
- (a) sender's private key (b) sender's public key
 - (c) receiver's private key (d) receiver's public key.
- (x) A digital signature
- (a) is produced when sender encrypts the entire block of cipher text using the sender's public key
 - (b) ensures message authenticity and integrity
 - (c) is the digital version of hand-written signature
 - (d) all of the above.

Group – B

2. (a) How Digital Convergence has influenced E-commerce?
- (b) Why B2C E-Business didn't flourish as much as did B2B?
- (c) E-commerce is technology oriented. Explain whether it is myth or reality.
- (d) "Middleman is out" – explain briefly how far it is true in light of E-commerce.

2 + 6 + 2 + 2 = 12

3. (a) What are the factors that compel companies to get into E-commerce?
- (b) What are the value propositions of Amazon.com?
- (c) What is revenue model of Google?

5 + 3 + 4 = 12

Group – C

4. (a) As per EDIFACT standard, explain with the help of a diagram, the structure of an EDI message.
- (b) Explain sequentially with diagram, how EDI interchange takes place between companies using VADS facilities.

6 + 6 = 12

5. (a) What is B2B e-Commerce? Name three B2B models of e-Commerce and very briefly explain how they work citing examples of real companies.
- (b) What role does Supply Chain Management play in effective and efficient execution of e-Commerce?

(1 + 6) + 5 = 12

Group – D

6. (a) What is Advertising Networks? Explain with a proper diagram, how an Advertising Network such as Double Click works?
- (b) What is Collaborative Filtering? How E-Business Companies are using it to their Advantage?

(1 + 7) + (2 + 2) = 12

7. (a) How the elements of security that are missing in public key encryption can be ensured by digital signature technology? Explain with the help of an appropriate diagram.
- (b) Why digital envelope is called the best of both worlds?
- (c) How PayPal payment system works?

6 + 2 + 4 = 12

Group – E

8. (a) Many people argue that MRP is a precursor to ERP and those ERP systems were designed to integrate MRP systems with financial and accounting systems. Given the interrelationship between MRP and ERP, does it make sense for a non-manufacturing company to adopt an ERP?
- (b) Have manufacturing systems been the basis for all ERP systems?
- (c) What are the E-Business strategies in manufacturing ERP?

5 + 3 + 4 = 12