MCA /5TH SEM/MCAP 3183/2018
ECOMMERCE AND ERP
(MCAP 3183)

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 of the following is not a party of SCM ?
(a) Suppliers (b) Manufacturers
(c) Distributors (d) Customers.

(ii) Among the alternate models of B2B e-commerce,……is the best means to obtain a competitive advantage in the Market place.
(a) process based (b) strategic relationship based
(c) transaction based (d) any of these.

(iii) A ………………is an electronic file that uniquely identifies individuals and websites on the internet and enables secure confidential communications.
(a) digital signature (b) digital certificates
(c) SSL (d) none of these.

(iv) Which of the following describes an ERP system?
(a) ERP systems provide a foundation for collaboration between departments.
(b) ERP systems enable people in different business areas to communicate.
(c) ERP systems have been widely adopted in large organizations to store critical knowledge used to make the decisions that drive the organization's performance.
(d) all of these.

(v) Which is one of the most critical steps in the ERP implementation?
(a) Creation of organizational model
(b) Creation of integrated data model.
(c) Creation of business model
(d) Creation of data model.

(vi) OLAP stands for:
(a) On-Line Analytical Processing
(b) On-Line Account Processing
(c) On-Line Arithmetic Processing
(d) On-Line Application Processing.

(vii) ……………allows a business application on the computer of one organization to communicate directly with the business application on the computer of another organization.
(a) EDI (b) Protocols (c) Standards (d) Business applications .

(viii) SET means ………………
(a) Standard Electronic Technology (b) Standard Electronic Transfer
(c) Secure Electronic Transaction (d) none of these.

(ix) ……………………encrypts payment card transaction data and verifies that both parties in the transaction are genuine.
(a) SSL (b) SET (c) both of these (d) none of these.

(x) Data mining is the process of identifying valid, new, potentially useful, and ultimately clear ______________ from databases.
(a) decision (b) strategies (c) information (d) account.

Group – B

2. (a) Distinguish between electronic commerce and electronic business.
(b) Describe business models of e-commerce based on relationship of transacting parties in detail.

4 + 8 =12

3. (a) Differentiate between e-cash and electronic cheques.
(b) Compare and contrast between the electronic, digital and virtual internet payment system.

4 + 8 = 12

Group – C

4.(a) What is VAN? Describe advantages of it.
(b) Define EDI. Explain the layered architecture and application of EDI.

4 + 8=12

5. (a) Explain the use of SSL to secure the network.
(b) What are security issues of electronic transaction? Explain.
(c) What is public key cryptography? What are its advantages and disadvantages?

4 + 4 + (1 + 3)=12

Group – D

6. (a) What are the advantages of data warehouse? Explain.
   (b) What is OLAP? How it differs from OLTP? Explain.

4 + 8 = 12

7 (a) What are the three fundamental component of CRM? Explain.
   (b) What is BPR? How is it connected to ERP? Explain.

4 + 8=12

Group – E

8.(a) What is purpose of gap analysis and how are the gaps fixed?
   (b) Discuss the reasons for the failure of ERP implementation.

4 + 8=12

9.(a) Elucidate the ERP trend in global scenario.
   (b) Explain ERP implementation methodologies with illustration.

4 + 8=12