

**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 of the following describes e-commerce?
(a) Doing business electronically (b) Doing business
(c) Sale of goods (d) All.
- (ii) Which segment do eBay, Amazon.com belong?
(a) B2Bs (b) B2Cs (c) C2Bs (d) C2Cs.
- (iii) The best products to sell in B2C e-commerce are _____
(a) small products (b) digital products
(c) specialty products (d) fresh products.
- (iv) Who are the primary users of SCM systems?
(a) Sales, marketing, customer service
(b) Accounting, finance, logistics, and production
(c) Customers, resellers, partners, suppliers, and distributors
(d) All.
- (v) What must a system satisfy to qualify as a true ERP solution?
(a) Be flexible (b) Be modular and closed
(c) Extend within the company (d) All of (a), (b) and (c).
- (vi) In an integrated data model, what gives a snapshot of the organization at any given time?
(a) ERP (b) Database (c) Management (d) MIS.
- (vii) Which of the following is a useful security mechanism when considering business strategy and IT?
(a) Encryption (b) Decryption (c) Firewall (d) All.
- (viii) The _____ should plan well and execute perfectly the implementation of ERP.
(a) organization (b) system developers
(c) vendors (d) top management

- (ix) The _____ module's internal functions do not directly interact with the data or processes of other modules.
- | | |
|----------------------------|-----------------------|
| (a) Quality Management | (b) Finance |
| (c) Sales and Distribution | (d) Plant Maintenance |
- (x) How the transactions occur in e-commerce?
- | | |
|------------------------------|------------------------------|
| (a) Using e-medias | (b) Using computers only |
| (c) Using mobile phones only | (d) None of (a), (b) or (c). |

Group - B

2. (a) Compare electronic commerce with traditional commerce. Examine benefit of C2B e-commerce with an example. [[CO1](Analyse/IOCQ)]
(b) Demonstrate the role of e-commerce in the field of education and learning. [[CO1](Apply/IOCQ)]
(3 + 3) + 6 = 12
3. (a) Elucidate the pros and cons of e-commerce. [[CO1](Analyse/IOCQ)]
(b) Evaluate required architecture and its components in an e-commerce application in detail with the help of a diagram. [[CO2](Evaluate/HOCQ)]
6 + 6 = 12

Group - C

4. (a) Discuss the role of certification authority in the e-commerce framework. [[CO4](Understand/LOCQ)]
(b) Explain EFT. Illustrate advantages of EFT. [[CO3](Understand/LOCQ)]
6 + (2 + 4) = 12
5. (a) Exemplify different steps in encrypting and decrypting a message using public key Cryptography. [[CO4](Apply/IOCQ)]
(b) Explain the working of e-Cash payment system with a neat diagram. [[CO3](Analyse/IOCQ)]
6 + 6 = 12

Group - D

6. (a) Illustrate CRM and why is it required for any business? Explain CRM architecture in detail. [[CO5](Analyse/IOCQ)]
(b) Describe Data Warehousing, Data Mining and OLAP. [[CO5](Understand/LOCQ)]
6 + 6 = 12
7. (a) Elaborate the causes leading to failure of ERP implementations and how can it be prevented. [[CO5](Create/HOCQ)]
(b) Explain what supply chain is. Differentiate supply chain management from logistic management. [[CO5](Understand/LOCQ)]
6 + (3 + 3) = 12

Group - E

8. (a) State the phases of ERP implementation life cycle. Explain any three of them in detail. [(CO6)(Understand/LOCQ)]
 (b) Illustrate major functions of the materials management system. [(CO6)(Understand/LOCQ)]
6 + 6 = 12
9. (a) Justify importance of post-implementation of phase of ERP implementation and illustrate the procedure. [(CO6)(Apply/IOCQ)]
 (b) Describe the subsystems of plant maintenance module. [(CO6)(Remember/LOCQ)]
4 + 8 = 12
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Cognition Level	LOCQ	IOCQ	HOCQ
Percentage distribution	45.83	41.67	12.5

Course Outcome (CO):

After the completion of the course students will be able to

1. Illustrate and differentiate various type of E Commerce.
2. Elaborate Hardware and Software Technologies for E Commerce
3. Explore payment systems for E Commerce.
4. Identify Legal and Moral issues in E Commerce
5. Describe an Enterprise and its resource management perspective
6. Demonstrate Information System Perspective and its key managerial issues.

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

