

**E-COMMERCE & 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) 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) _____ and _____ were the enabling technologies that laid the ground work for E-commerce
 (a) SET and SCL (b) SCM and ERP
 (c) EDI and EFT (d) None of these.
- (iii) The EDI software helps achieve
 (a) coding/decoding of the EDI message
 (b) interfacing with the VADS
 (c) coding/decoding of the EDI message and interfacing with the VADS
 (d) all of the above.
- (iv) C2C e-commerce offers buyers and sellers
 (a) direct interaction with each other
 (b) lower costs and higher profits
 (c) commerce in new and used goods
 (d) all of the above.
- (v) Which of the following is not a party of SCM?
 (a) Suppliers (b) Manufacturers
 (c) Distributors (d) Customers.
- (vi) Which one of the following is not one of the major types of e-commerce?
 (a) C2B (b) B2C (c) B2B (d) C2C.

- (vii) 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.
- (viii) Which form of e-commerce currently accounts for a huge majority of all e-commerce revenues?
 (a) B2B (b) B2C (c) C2C (d) C2B.
- (ix) "Click and Mortar" e-commerce strategy means
 (a) pure online strategy (b) pure offline strategy
 (c) a hybrid of online and offline strategy (d) none of the above.
- (x) The two main types of Internet based B2B commerce are
 (a) Net marketplaces and private industrial networks
 (b) EDI and collaborative commerce
 (c) Net marketplaces and collaborative commerce
 (d) EDI and private industrial networks.

Group - B

2. (a) What is "anytime, anywhere, anyone" in e-business perspective?
 (b) Why dot coms in phase II (1997 - 2000) of e-commerce failed? Mention three most important reasons.
 (c) What are the most important differences between e-commerce and e-business era?
- 2 + 6 + 4 = 12**
3. (a) Describe security issues and solutions related to e-commerce.
 (b) Explain scope of B2C e-commerce over mobile phone.
- 8 + 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 those suppliers 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 capability, the VADS will take care of everything.

- (a) Show with proper diagram, how the order by C3 will be communicated to you over EDI using “Store and Forward” system of VADS.
- (b) What role does EDI software play in this EDI communication?
- (c) How protocol independence and time independence are ensured by VADS?

6 + 2 + 4 = 12

5. (a) Describe Supply Chain Executive(SCE) framework in brief.
- (b) Explain the effects of different technologies on supply chain management.

7 + 5 = 12

Group – D

6. (a) Describe the role of e-marketing and tele-marketing in e- commerce.
- (b) Why is off-line advertising still important?
- (c) Why is Web analytics important in online advertising?

6 + 2 + 4 = 12

7. (a) Explain with the help of a diagram how an online credit card payment system works. What is the major drawback of this payment system?
- (b) Explain with the help of a diagram, how a stored value payment system works.

(5 + 1) + 6 = 12

Group – E

8. (a) The Financial Accounting module is often the first module to be implemented within an ERP system. Why do many companies start with the Financial Accounting module?
- (b) Describe the interaction between Managerial Accounting and Control Systems and the following systems: Human Resources, Sales and Distribution, Materials Management, Production Planning.

4 + 8 = 12

9. (a) What are the elements of business re-engineering? Describe the activities of those elements in brief.
- (b) Discuss in brief, the benefits of ERP integration with e-commerce storefront?

(2 + 3) + 7 = 12