

**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) For carrying out B2C e-commerce the following infrastructure is essential
 (i) World Wide Web
 (ii) Corporate network
 (iii) Electronic Data Interchange standards
 (iv) Secure payment services
 (v) Secure electronic communication link connecting businesses
 (a) i, iv (b) i, iii, iv (c) ii, iii (d) i, ii, iii, iv.
- (ii) Digital commerce are best suited for B2C e-commerce because they
 (a) are commodity like products
 (b) can be mass customized and personalized
 (c) can be delivered at the time of purchase
 (d) all of the above.
- (iii) _____ is essentially a business process that connects manufacturers, retailers, customers and suppliers in the form of a chain to develop and deliver products.
 (a) E-commerce (b) EDI (c) Networking (d) SCM.
- (iv) 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.
- (v) In SET protocol a customer sends a purchase order
 (a) encrypted with his public key
 (b) in plain text form
 (c) encrypted using bank's public key
 (d) using digital signature system.

- (vi) 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.
- (vii) In public key encryption if A wants to send an encrypted message
 (a) A encrypts message using his private key
 (b) A encrypts message using B's private key
 (c) A encrypts message using B's public key
 (d) A encrypts message using his public key.
- (viii) Risk of merchant fraud in SSL is _____ that in SET.
 (a) more than (b) less than
 (c) same as (d) less than or same as.
- (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) In SSL, client authentication is _____.
 (a) mandatory (b) optional
 (c) unspecified (d) none of the above.

Group - B

2. You have got a new job as e-business consultant in a renowned publishing house. As per the prediction of Forrester Research, the custom-printed books will generate \$7.8 billion in revenue in near future. Naturally the CEO is very much interested to start "custom publishing" which will give your company first mover's advantage. This print-on-demand books will be professional or educational titles that are stored on mainframe storage devices ready for printing in small print runs on demand. For instance, your company will have a "custom book" program that should allow professors to put together digitally stored chapters from many different books, along with articles from scholarly journals, and to publish a small print run of, say 150 books for a single class. A customer will visit the website of your company and hit the "Custom Build" button to place order. Generally these books are no less costly to produce but they have the advantage of flexible content that can be changed to meet the specific needs of users. Also CEO wants to sell article(s) or scholarly research papers from their magazine and journal such that a customer can download just one article/paper which may cost very little e.g., Rs. 5.

Based on the above scenario and your experience answer the following questions:

- (i) What is the value proposition? State briefly. What is the revenue model? What is the market opportunity? Is there any competitive advantage?
- (ii) The contents will be delivered in encrypted form. What encryption technology is most suitable for delivering customized content securely and why? What should be the most appropriate payment mechanism? Justify.

$$(2 + 2 + 2 + 2) + (2 + 2) = 12$$

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 the 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 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?
- (b) What are the differences in e-tailing before year 2000 and after year 2000?
- (c) What are the strategic differences between a brick and mortar (i.e., traditional) book shop and click and mortar book shop?

$$(1 + 3 + 1) + 3 + 4 = 12$$

Group - D

6. (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?

$$6 + 2 + 4 = 12$$

7. (a) Explain with the help of a diagram, using SSL(Secure Socket Layer) protocol how an e-commerce transaction takes place.
- (b) What is NFC (Near Field Communication)? How Google wallet incorporates it in on-line payments?

$$6 + (2 + 4) = 12$$

Group - E

8. (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
 - (iii) Linkages between customers and manufacturers.

- (b) How application software integration is going to impact ERP?

$$(3 + 3 + 3) + 3 = 12$$

9. (a) How ERP has influenced eSupply Chain and eProcurement?
- (b) What are the major risks of netsourcing arrangement for ERP? What strategies can minimize this risk?

$$(4 + 4) + 4 = 12$$