

**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) \_\_\_\_\_ is an example of C2C e-commerce
    - (a) Amazon.com
    - (b) ebay.com
    - (c) Priceline.com
    - (d) e-Steel.com
  - (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 & interfacing with the VADS
    - (d) all of the above
  - (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) EDI is an example of
    - (a) B2B e-commerce
    - (b) B2C e-commerce
    - (c) C2C e-commerce
    - (d) m-Commerce
  - (vi) As far as basic facility of a VADS is concerned choose the right answer
    - (a) The Postbox – where incoming messages are placed
    - (b) The Mailbox – where outgoing messages are placed
    - (c) The Postbox – where outgoing messages are placed
    - (d) The Mailbox – where incoming & outgoing messages are placed

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- (vii) Who are the primary users of ERP systems?
  - (a) Sales, marketing, customer service
  - (b) Accounting, finance, logistics, and production
  - (c) Customers, resellers, partners, suppliers, and distributors
  - (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) What are the primary business benefits of an ERP system?
  - (a) Sales forecasts, sales strategies, and marketing campaigns
  - (b) Market demand, resource and capacity constraints, and real-time scheduling
  - (c) Forecasting, planning, purchasing, material management, warehousing, inventory, and distribution
  - (d) All of the above

### **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 & e-business era?  
**2 + 6 + 4 = 12**
- 3. 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 suppliers those 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 ability, the VADS will take care of everything.
  - (i) Show with proper diagram, how the order by C3 will be communicated to you over EDI using “Store and Forward” system of VADS.
  - (ii) What role EDI software plays in this EDI communication?
  - (iii) How protocol independence and time independence is ensured by VADS?  
**(6 + 2 + 4) = 12**

**Group – C**

4. 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.

**$[(2 + 2 + 2 + 2) + (2 + 2)] = 12$**

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) What is NFC(Near Field Communication)? How Google Pay incorporates it in on-line payments?
- (b) Why digital envelope is called the best of both worlds?
- (c) How PayPal payment system works?

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

7. (a) What is Location-based marketing? How Geotargeting and Geo-Conquesting technologies are used in Location-based marketing? Cite real life examples.

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- (b) What is SEO? Why it is important for an Ecommerce company? Why site architecture plays important role in Ecommerce SEO Strategy?

**(2 + 4) + (3 + 3) = 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) 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**

Department & Section	Submission Link
IT	<a href="https://classroom.google.com/c/MzcyNjAzNTEwNjY5/a/MzcyNjAzNTEwNzly/details">https://classroom.google.com/c/MzcyNjAzNTEwNjY5/a/MzcyNjAzNTEwNzly/details</a>