

E-COMMERCE & ERP
(INFO 3232)

Time Allotted : 2½ hrs

Full Marks : 60

Figures out of the right margin indicate full marks.

*Candidates are required to answer Group A and
any 4 (four) from Group B to E, taking one from each group.*

Candidates are required to give answer in their own words as far as practicable.

Group – A

1. Answer any twelve:

12 × 1 = 12

Choose the correct alternative for the following

- (i) _____ lets in a commercial enterprise utility at the computer of one organization to speak immediately with the commercial enterprise utility at the computer of any other company
 - (a) EDI
 - (b) Business Application
 - (c) Standards
 - (d) Protocols
- (ii) Many business documents can be exchanged using EDI, but the two most common are
 - (a) purchase orders and invoices
 - (b) purchase orders and Sale orders
 - (c) invoices and sale orders
 - (d) invoices and receipts
- (iii) Companies like Flipkart, Amazon and Myntra belong to which type of Ecommerce (EC) segment?
 - (a) B2B
 - (b) B2C
 - (c) C2B
 - (d) None of the above.
- (iv) All of the following are major B2C business models except
 - (a) content provider
 - (b) industry consortium
 - (c) transaction broker
 - (d) service provider.
- (v) The purpose of supply chain management is to_____.
 - (a) increase the production level
 - (b) manage and integrate supply and demand management
 - (c) enhance the quality of a product and services
 - (d) provide satisfaction to the customer
- (vi) In debit card transaction
 - (a) money is transferred from card holder's designated account later
 - (b) payment can be made later
 - (c) money is transferred from card holder's designated account immediately
 - (d) payment can be anytime.

- (vii) If you need to transfer money to another person via the internet which of the following method you could use?
 (a) Financial cybermediary (b) Electronic check
 (c) Electronic bill present and payment (d) All of the above.
- (viii) The most important step of ERP implementation is _____ phase
 (a) installing (b) training
 (c) gap analysis (d) testing
- (ix) _____ approaches reduces data redundancy and provide update information.
 (a) Legacy system (b) Information system
 (c) Integrated data model (d) Data base
- (x) In order to reduce the lead times, the organization should have an efficient _____ system.
 (a) purchasing (b) production planning
 (c) inventory (d) integrated inventory

Fill in the blanks with the correct word

- (xi) _____ is an early form of E- Commerce.
- (xii) _____ is a crypto currency.
- (xiii) ERP supports _____ currency value.
- (xiv) _____ is a key issue in the formation of strategic plans in companies.
- (xv) The reengineering team must consider _____ in the redesign of a process.

Group - B

2. (a) "E-Commerce is a subset of E-Business" - Justify the statement. [[CO1](Evaluate/HOCQ)]
 (b) Explain the role of 'traffic & conversion' in E-Commerce. [[CO2](Understand/LOCQ)]
 (c) "E-commerce is technology oriented"- Explain whether it is myth or reality. [[CO1](Understand /LOCQ)]
 (d) How Digital Convergence has influenced E-commerce? Explain. [[CO1](Understand /LOCQ)]

3 + 3 + 3 + 3 = 12

3. (a) Discuss the reason for which companies are shifted from offline business to E-Commerce business. [[CO1](Understand/LOCQ)]
 (b) With the help of a diagram compare an information flow system with EDI and without EDI. [[CO3](Remember/IOCQ)]

5 + 7 = 12

Group - C

4. (a) Explain B2B2C business model with real time example. [[CO3](Understand/LOCQ)]
 (b) "Pull-based SCM is better than Push-based SCM" - Justify this statement. [[CO3](Justify/HOCQ)]

- (c) What is D2C model of business? Explain. [[C03](Understand/LOCQ)]
5 + 4 + 3 = 12
5. (a) Briefly describe the development stages of E-Governance. [[C03](Understand/LOCQ)]
 (b) "Supply chain create more values for the companies" – Justify the statement. [[C03](Evaluate/HOCQ)]
 (c) Explain the need of SCM. [[C03](Understand/LOCQ)]
6 + 3 + 3 = 12

Group - D

6. (a) Describe the role of online payment systems in e-commerce. [[C04](Understand/LOCQ)]
 (b) Compare the challenges faced by the traditional marketing of a product and e-commerce marketing. [[C05](Analyze/IOCQ)]
6 + 6 = 12
7. (a) What is a digital signature? Demonstrate the working technique of Digital Signature with respect to e-commerce. [[C04](Apply/IOCQ)]
 (b) Explain with the help of a diagram, using SSL(Secure Socket Layer) protocol how an e-commerce transaction takes place. [[C04](Remember/LOCQ)]
(2 + 4) + 6 = 12

Group - E

8. (a) Describe the E-Business strategies in manufacturing ERP. [[C06](Understand/LOCQ)]
 (b) What is the impact of application software integration in ERP? [[C06](Understand/LOCQ)]
 (c) How ERP has influenced e-Supply Chain and e-Procurement? [[C06](Understand/LOCQ)]
6 + 3 + 3 = 12
9. (a) The Financial Accounting module is often the first module to be implemented within an ERP system. Explain why do many companies start with the Financial Accounting module? [[C06](Understand/LOCQ)]
 (b) Describe the interaction between Managerial Accounting and Control Systems and the following systems: Human Resources, Sales and Distribution, Materials Management, Production Planning. [[C06](Understand/LOCQ)]
4 + 8 = 12

Cognition Level	LOCQ	IOCQ	HOCQ
Percentage distribution	69.79	19.79	10.42

Course Outcome (CO):

After the completion of the course students will be able to

1. Understand the basics of E-commerce system.
2. Choose right kind of hardware and software platforms for the E-commerce system they are building.
3. Understand EDI, B2B, B2C, C2C, m-commerce, E-Governance – the varied aspects of E-commerce.
4. Understand the importance of security in E-commerce.
5. Understand E-commerce marketing concepts, dimensions and technologies.
6. Define the major ERP components, including Sales and Marketing, Accounting and Finance, Production and Materials Management and the relationship between E-business and ERP.

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