

**MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WEST BENGAL**

Paper Code : OEC- CS802A/OECIT802A E-Commerce and ERP

UPID : 008261

Time Allotted : 3 Hours

Full Marks : 70

*The Figures in the margin indicate full marks.**Candidate are required to give their answers in their own words as far as practicable***Group-A (Very Short Answer Type Question)**1. Answer *any ten* of the following :

[ 1 x 10 = 10 ]

- (I) Name programming languages used to develop web applications.
- (II) Explain the meaning of E-procurement.
- (III) Give an example where social media is used as a strategic tool for enhancing E-commerce business.
- (IV) What do you mean by Collaborative Computing?
- (V) How do large companies monitor and track cargo deliveries to their customers?
- (VI) Give an idea about 'Stored-value card'.
- (VII) What is the full form of VAN and what purpose is it used for?
- (VIII) Explain what do you mean by 'certificate revocation list (CRL)'.
- (IX) Give two applications of E-Commerce.
- (X) Give two applications of M-Commerce.
- (XI) What according to you should be the ethical principles of E-Commerce?
- (XII) Give an example in which an e-business focuses on brand identity as a strategy for their online business performance.

**Group-B (Short Answer Type Question)**Answer *any three* of the following :

[ 5 x 3 = 15 ]

2. Explain with an example how cart reminders can be used for E-marketing. [5]
3. Identify the different steps in EDI implementation. [5]
4. Discuss the threats of E-Commerce. [5]
5. Discuss the different ways by which the Internet helps E-Commerce. [5]
6. Explain the meaning of Customer-premises equipment or customer-provided equipment (CPE). Give examples. [5]

**Group-C (Long Answer Type Question)**Answer *any three* of the following :

[ 15 x 3 = 45 ]

7. (a) Discuss the different E-Commerce business models based on transaction type. [ 8 ]  
 (b) Give examples of the business models (based on transaction type) that you have mentioned. [ 4 ]  
 (c) Outline the challenges of E-Governance in India. [ 3 ]
8. (a) What do you think is Supply Chain Management? [ 5 ]  
 (b) Discuss the merits of implementing an ERP system before Supply Chain. [ 5 ]  
 (c) Discuss the benefits of integrating Supply Chain and ERP systems. [ 5 ]
9. (a) Discuss the security issues related to E-payments. [ 9 ]  
 (b) Discuss your ideas about cryptocurrency as an e-payment mechanism. [ 6 ]
10. (a) Discuss the different E-Commerce marketing strategies. [ 6 ]  
 (b) Explain in detail how you will do E-marketing for your online bookstore. [ 9 ]
11. (a) Differentiate between public key and private key cryptography. [ 5 ]  
 (b) Outline the different services provided by SSL. [ 5 ]  
 (c) Write the algorithm of RSA. [ 5 ]

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