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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) What is 'EOQ' in Inventory control?
    - (II) What is URL?
    - (III) Compared to B2C e-commerce, B2B e-commerce is _____.
    - (IV) What is email marketing?
    - (V) EDI stands for _____.
    - (VI) VMI stands for _____.
    - (VII) What type of E - Commerce is tenders and submission of application?
    - (VIII) What is called sale or purchase of items without physically visiting a shop?
    - (IX) What is E-Business?
    - (X) The purchase of machinery, equipment, or materials must go through the _____ department.
    - (XI) What is a virtual storefront?
    - (XII) SMTP refers to ___.

Group-B (Short Answer Type Question)

Answer any three of the following :   [5 x 3 = 15]

2. What are the 4 C's of Digital Marketing?   [5]
3. Explain the Internet Marketing in detail   [5]
4. What are the features of E-commerce?   [5]
5. Discuss EDI architecture.   [5]
6. Explain the internet industry structure with diagram?   [5]

Group-C (Long Answer Type Question)

Answer any three of the following :   [15 x 3 = 45]

7. (a) Write down the benefits of electronic web commerce   [5]
   (b) Distinguish between Internet and Intranet.   [5]
   (c) What is Firewall?   [3]
   (d) What do you mean by Electronic Marketers?   [2]

8. (a) Explain any 5 types of Electronic Payment Systems.   [10]
   (b) Discuss the impact of e-commerce in the following areas   [5]
       (i) Marketing
       (ii) Finance and Accounting

9. (a) Define Convergence, Collaborative Computing, Content Management & Call Center.   [10]
   (b) How is e-mail useful for E-Commerce? Is it secure to transact through e-mail? Explain and justify. [5]

10. (a) Distinguish between e-business and e-commerce.   [5]
    (b) Discuss how E-Commerce is helpful to business success.   [5]
    (c) Write about Tangible and Intangible benefits of e-business   [5]

11. (a) Draw and explain the architecture of an online shopping e-commerce portal that sells a   [10]
        large number of different types of goods.
    (b) Discuss how E-Commerce is helpful to business success.   [5]

*** END OF PAPER ***