CS/B.TECH (CSE) (SUPPLE)/SEM-8/CS-801E/09
E-COMMERCE AND ERP (SEMESTER - 8)

1. ....
Signature of Invigilator

2. ....
Signature of the Officer-in-Charge

Reg. No.

Roll No. of the Candidate

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CS/B.TECH (CSE) (SUPPLE)/SEM-8/CS-801E/09
ENGINEERING & MANAGEMENT EXAMINATIONS, JULY – 2009
E-COMMERCE AND ERP (SEMESTER - 8)

Time : 3 Hours]   [Full Marks : 70

INSTRUCTIONS TO THE CANDIDATES :

1.   This Booklet is a Question-cum-Answer Booklet. The Booklet consists of **32 pages**. The questions of this concerned subject commence from Page No. 3.

2.   a)   In **Group – A**, Questions are of Multiple Choice type. You have to write the correct choice in the box provided **against each question**.

      b)   For **Groups – B** & **C** you have to answer the questions in the space provided marked 'Answer Sheet'. Questions of **Group – B** are Short answer type. Questions of **Group – C** are Long answer type. Write on both sides of the paper.

3.   **Fill in your Roll No. in the box** provided as in your Admit Card before answering the questions.

4.   Read the instructions given inside carefully before answering.

5.   You should not forget to write the corresponding question numbers while answering.

6.   Do not write your name or put any special mark in the booklet that may disclose your identity, which will render you liable to disqualification. Any candidate found copying will be subject to Disciplinary Action under the relevant rules.

7.   **Use of Mobile Phone and Programmable Calculator is totally prohibited in the examination hall.**

8.   You should return the booklet to the invigilator at the end of the examination and should not take any page of this booklet with you outside the examination hall, **which will lead to disqualification**.

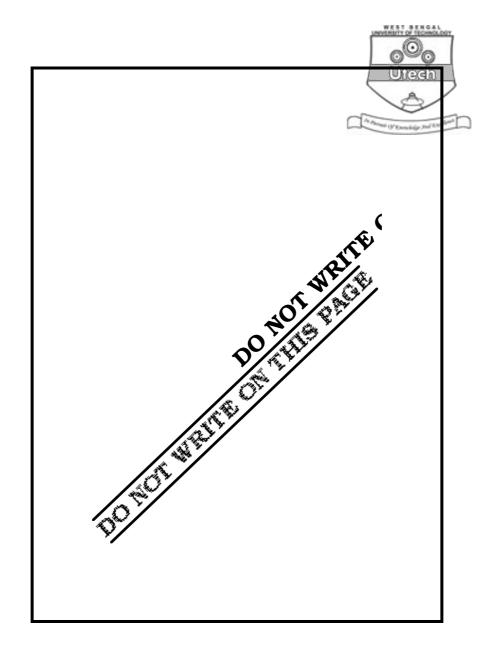9.   Rough work, if necessary is to be done in this booklet only and cross it through.

No additional sheets are to be used and no loose paper will be provided

FOR OFFICE USE / EVALUATION ONLY
Marks Obtained

			Group – A				Group – B		Group – C			Total Marks	Examiner's Signature
Question Number													
Marks Obtained													

....
Head-Examiner/Co-Ordinator/Scrutineer

S-53013 (28/07)

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Time : 3 Hours]　　　　　　　　　　　　　　　　[Full Marks : 70

GROUP – A

(Multiple Choice Type Questions)

1.　Choose the correct alternatives for the following :　　　　　10 × 1 = 10

　　i)　Which one of the following are components of EDI system ?
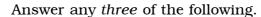
　　　　a)　Standards　　　　　　　　b)　Software

　　　　c)　Communication networks　　d)　All of these.

　　ii)　An EIS considers

　　　　a)　Organization structure　　b)　Crisis management

　　　　c)　Strategic control　　　　d)　all of these.

　　iii)　Investment management is a subsystem of which module ?

　　　　a)　Sales and distribution　　b)　Quality management

　　　　c)　Finance　　　　　　　　d)　Plant maintenance.

　　iv)　A stateful inspection firewall can act at

　　　　a)　the session level　　　　b)　the application cord

　　　　c)　the network level　　　　d)　all of these.

v)   The full form of VADS is

   a)   Virtual Added Data Service

   b)   Value Added Data Service

   c)   Virtual Area Data Service

   d)   Virtual Added Digital Service.

vi) SET protocol is used for

   a)   Securing message transfer   b)   Securing cord transaction

   c)   Securing authentication   d)   Securing onwall E-commerce.

vii) A key is a

   a)   value   b)   logic

   c)   function   d)   all of these.

viii) A sales and distribution model contains which one of the following submodel ?

   a)   Master data management   b)   Shipping

   c)   Both (a) and (b)   d)   None of these.

ix) The PRLC aproach identifies which of the following stages ?

   a)   Reconstruct   b)   Destruct

   c)   Initiate   d)   Both (a) and (b).

x)   Excepting the physical layers, WAP consists of .... protocol layers.

   a)   four   b)   five

   c)   six   d)   seven.

GROUP – B

(Short Answer Type Questions)

Answer any *three* of the following.   3 × 5 = 15

2.   Describe the advantages and disadvantages of E-marketing over normal marketing.

3.   Write down few advantages and disadvantages of consumer E-Commerce.

4.   What are the rules and regulation for controlling E-commerce ? What are its recent threats ?   3 + 2

5.   What is key wrapping ? How is it useful ?

6.   "Installing an ERP software package and implementing an ERP system is not same." Explain.

GROUP – C

(Long Answer Type Questions)

Answer any *three* of the following.   3 × 15 = 45

7.   What are the key differences between traditional commerce and E-commerce ? What is the different E-commerce business models based on the relationship of transaction parties ? What are the major advantages of B2B model ? What advantages do you see in the web ordering to a company ?   4 + 4 + 4 + 3

8.   Describe EDI and its benefits. Write notes on EDIFACT and its message format. Describe EDI communication and VADS/VAN. What are the tasks of EDI software ?

                                                                    3 + 4 + 5 + 3

9.   a)   Supply Chain Management through E-commerce (E-SCM) — describe Goal, Strategy, Components and advantage over traditional SCM.

     b)   What are the possible strategic methods for developing E-commerce (E-strategy) ?

     c)   What are content management and mode of operation of call center (in brief) ?

                                                                    6 + 4 + 5

10. What are the 7 well-known security threats of E-commerce ? Explain Symmetric and Asymmetric Cryptosystems in brief. How cryptography is helping to design a secure E-payment system ? What are the popular E-payment systems ?　　　5 + 3 + 2 + 5

11. What are the features of ERP ? Describe overview and capabilities of commercial software. Write a note on ERP market place.

　　Business Process Re-engineering (BPR) —

　　What is re-engineering ? Why is it re-engineering ?　　　2 + 4 + 5 + 2 + 2

12. Write short notes on any *three* of the following :　　　3 × 5

　　a)　Convergence-Types and its implication

　　b)　Trademark and Copyright

　　c)　SSL, SET & HTTPS

　　d)　Password system and digital certificate

　　e)　Relation of mobile computing with e-commerce.

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END