

2011

E-COMMERCE AND ERP

Time Allotted : 3 Hours

Full Marks : 70

The figures in the margin indicate full marks.

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

GROUP – A

(Multiple Choice Type Questions)

1. Choose the correct alternatives for the following : $10 \times 1 = 10$

i) Symmetric encryption involves

- | | |
|---------------------|-------------------|
| a) Public key | b) Private Key |
| c) both (a) and (b) | d) none of these. |

ii) Firewalls operate by

- a) using a proxy server during Internet access
- b) isolation Intranet from Extranet
- c) screening packets to/from the Network and provide controllable filtering of network traffic
- d) none of these.

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- x) Which one is not a force fuelling e-commerce ?
- Economic Force
 - Technology and digital convergence
 - Internet Task force
 - Marketing and customer interaction force.

GROUP – B

(Short Answer Type Questions)

Answer any *three* of the following. $3 \times 5 = 15$

- Compare and construct symmetric and asymmetric key cryptographic techniques.
- What are the requirements for e-payment mechanism ?
- Describe the functional requirements for online selling and what specialized services and servers perform these functions. $3 + 2$
- Define cyber laws. Why are cyber laws required ? $3 + 2$
- What are the key technologies for B2B e-commerce ? Explain architectural models of B2B e-commerce.

GROUP – C

(Long Answer Type Questions)

Answer any *three* of the following. $3 \times 15 = 45$

- What are the advantages of e-marketing ? 4
 - Describe payment through card system. 7
 - What is quality management ? 4

8. a) What is EDI ? 2
- b) What are the basic components of EDI ? Describe briefly. 5
- c) What role does it play in e-commerce ? 2
- d) Briefly explain benefits of EDI. 6
9. a) Briefly discuss about supply chain management. 4
- b) Why supply chain management is needed for any organization ? 6
- c) Explain the concept of 'Business content' in SAP Business Warehouse. 5
10. a) What is e-shopping ? What are the advantages and disadvantages of e-shopping ? 2 + 3
- b) Explain the concept of business process reengineering and its relationship with the productivity paradox and ERP. 5
- c) What are the security issues of e-commerce ? 5
11. Write short notes on any three of the following : 3 × 5
- a) E-logistic
- b) Collaborative computing
- c) VPN
- d) CRM
- e) Digital certificate. <http://www.makaut.com>