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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) SET protocol is used for _____.

(II) What is the name of the card which can be used by the buyers during the purchase and in which the amount will be immediately debited from the buyer's account?

(III) What type of ad appears on top of a web page?

(IV) What is the name for direct computer-to-computer transfer of transaction information contained in standard business documents?

(V) What is e-business?

(VI) OLX is an example of _____ E-commerce segment.

(VII) _____type of E-Commerce has trade and transaction dealings between business establishments.

(VIII) SCM is a game of 4 C's = Collaboration Co-operation Co-ordination and _____.

(IX) What is the full form of CGI?

(X) What is the purpose of supply chain management?

(XI) What are the characteristics of Digital Cash?

(XII) What is virtual store front?

Group-B (Short Answer Type Question)

Answer *any three* of the following :

[5 x 3 = 15]

2. What are digital signatures? How do they differ from digital certificates? [5]
3. What are the main disadvantages of E-Commerce? [5]
4. Compare and contrast Extranet and Intranet. [5]
5. Describe the advantages and disadvantages of E-marketing over normal marketing. [5]
6. What are the key technologies of B2B E-Commerce. Explain the architectural model of B2B E-Commerce. [5]

Group-C (Long Answer Type Question)

Answer *any three* of the following :

[15 x 3 = 45]

7. (a) What do you mean by supply chain of E-commerce? [2]
   (b) Why is Supply Chain Management vital for E-commerce? [3]
   (c) Explain the role played by E-supply Chain planning tools in managing the supply chain of an E-business. [5]
   (d) How does supply chain management portals help E-commerce in managing supply chain ? [5]

8. (a) Define firewall and state its functions in e-commerce. [5]
   (b) Explain the working principle of RSA algorithm. [5]
   (c) What is e-cash ? Explain with example how an online banking system works. [5]

9. (a) What is ERP? Why BPR is required prior to ERP implementation? [4]
   (b) What are the reasons for the growth of ERP market? [5]
   (c) What are the advantages of ERP system? [6]

10. (a) What is call center? Discuss about the call center equipment. [7]
    (b) What are the modes of operation of call center? [3]
    (c) What is customer premises equipment(CPE)? What do mean by Denial of Service attacks ? [5]

11. (a) What is EDI? [1]
    (b) Briefly describe the basic components of EDI. [4]

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(c) What role does it play in E commerce?

(d) Explain EDIFACT. [4]

(e) Write the benefits of EDI. [4]

[2]

*** END OF PAPER ***