

16284(D) - 0 DEC 2016

B. Tech 8th Semester Examination

E-Commerce & ERP (NS)

CS-421(a)/IT-421(a)

Time : 3 Hours

Max. Marks : 100

The candidates shall limit their answers precisely within the answer-book (40 pages) issued to them and no supplementary/continuation sheet will be issued.

- Note :** (i) Attempt five questions in all by selecting one question each from Section A to D, and Section E is compulsory.
(ii) All questions carry equal marks.

SECTION - A

1. (a) What is E-commerce? How is it different from physical commerce? Explain. (10)
(b) What are e-transactions? What is the model for commercial transactions? Discuss. (10)
2. Explain the following:
(a) E-commerce benefits (10)
(b) Online Commerce Solutions (10)

SECTION - B

3. (a) What is meant by Digital Payment System? What are its pros and cons? (6)
(b) "In order to prevent Computer frauds strong systems of internal Controls, training of users, data classifications, adequate software controls, encryption of data and physical security measures may be deployed". Explain the above statements with the help of illustration in order to justify your answer. (14)
4. Explain the following:
(a) Online Selling Techniques (10)
(b) E-retailing (10)

2

16284

SECTION - C

5. What do you mean by E-service? What are different categories of E-service? Illustrate each type of E-service. (20)
6. Explain the following:
(a) Internet Advertising techniques (10)
(b) Web-publishing (10)

SECTION - D

7. (a) In today's world it is not practical to have
(i) An ERP system without e-commerce
(ii) An e-commerce system without ERP.
Comment on (i) and (ii) (10)
(b) What is the concept of business process reengineering? Discuss its relationship with the productivity paradox and ERP. (10)
8. (a) What is Supply Chain? What is customer Chain? Describe the dissimilarity between supply chain and Customer Chain. (10)
(b) How ERP and E-Commerce are related? Explain it with suitable examples. (10)

SECTION - E

9. Answer the following questions:
(a) Distinguish between Material Requirement Planning (MRP-I) and Manufacturing Resourcing Planning (MRP-II).
(b) Elucidate about "Secure on-line transaction processing".
(c) What is a Smart Card?
(d) How do you signify Return-on-Investment [ROI] in a software perspective?
(e) What is supplier centric B2B electronic commerce?
(f) What do you mean by OLAP?
(g) What is 4C payment method?
(h) What is CRM? Outline its significance.
(i) What is consumer-oriented e-commerce system?
(j) What is IT infrastructure? (2×10=20)