

**Code : 061718**

**B.Tech 7th Semester Exam., 2019**

**E-COMMERCE AND ERP**

Time : 3 hours

Full Marks : 70

**Instructions :**

- (i) The marks are indicated in the right-hand margin.
- (ii) There are **NINE** questions in this paper.
- (iii) Attempt **FIVE** questions in all.
- (iv) Question No. 1 is compulsory.

1. Choose the correct option of the following  
(any seven) : 2×7=14

(a) Who are the primary users of SCM systems?

- (i) Sales, marketing and customer service
- (ii) Accounting, finance, logistics and production
- (iii) Customers, resellers, partners, suppliers and distributors
- (iv) All of the above

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( Turn Over )

**( 2 )**

(b) What must a system do to qualify as a true ERP solution?

- (i) Be flexible
- (ii) Be modular and closed
- (iii) Extend within the company
- (iv) All of the above

(c) What is at the heart of any ERP system?

- (i) Information
- (ii) Employees
- (iii) Customers
- (iv) Database

(d) URL stands for

- (i) Uniform Resource Locator
- (ii) Universal Resource Locator
- (iii) Universal Random Locator
- (iv) Uniform Random Locator

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(e) Which one is not a layer of E-commerce infrastructure?

- (i) Physical layer
- (ii) Product layer
- (iii) Service layer
- ~~(iv) None of the above~~

(f) The solution for all business needs is

- (i) EDI
- ~~(ii) ERP~~
- (iii) SCM
- (iv) None of the above

(g) What floods a Web site with so many requests for service that it slows down or crashes?

- (i) Computer virus
- (ii) Worm
- ~~(iii) Denial of service attack~~
- (iv) None of the above

(h) Which protects systems from external threats?

- ~~(i) Firewall~~
- (ii) EDI
- (iii) ERP
- (iv) Script kiddies

(i) The best products to sell in B2C E-commerce are <http://www.akubihar.com>

- (i) small products
- ~~(ii) digital products~~
- (iii) spatiality products
- (iv) fresh products

(j) Amazon.com is well known for which E-commerce marketing technique?

- (i) Banner ads
- (ii) Pop-up ads
- ~~(iii) Affiliated programs~~
- (iv) Viral marketing

2. ~~(a)~~ Explain different modules involved in ERP. Describe HR module of ERP in detail and explain its process.

~~(b)~~ What is E-commerce? Discuss B2B2C and C2B2C models giving proper examples.

3. (a) What are the different electronic payment methods available? Discuss their security issues also.
- (b) What is electronic data interchange? Discuss its architecture. What is a virtual payment system? 14
4. (a) Who are the stakeholders in E-commerce information system? Explain the benefits and limitations of E-commerce.
- (b) Discuss the security requirements of Internet and E-commerce applications and how these requirements are fulfilled by various hardware and software systems. 14
5. (a) Discuss password schemes and biometric systems for implementing client-server network security.
- (b) What is supply chain management? Why is it important in E-business environment? 14
6. (a) Write about ethical, social and political issues in implementing E-commerce.
- (b) What are the different security issues in Mobile Commerce? Explain any two issues. 14

( Turn Over )

7. (a) What is E-shopping? What are the advantages and disadvantages of E-shopping?
- (b) Describe the functional requirements for online selling and what specialized services and servers perform these functions. 14
8. (a) Discuss in detail about the security issues for which electronic cash is transferred over Internet with an example.
- (b) How does Internet-based advertising capable of competing with commercial advertising? 14
9. (a) Explain intrusion mechanisms and intrusion detection techniques.
- (b) Compare and contrast the traditional business with electronic commerce in a bookshop business. 14

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